



QUARTERLY MARKET REVIEW

SEPTEMBER 2008

LIQUOR
DISTRIBUTION **BC LIQUORSTORES**
BRANCH

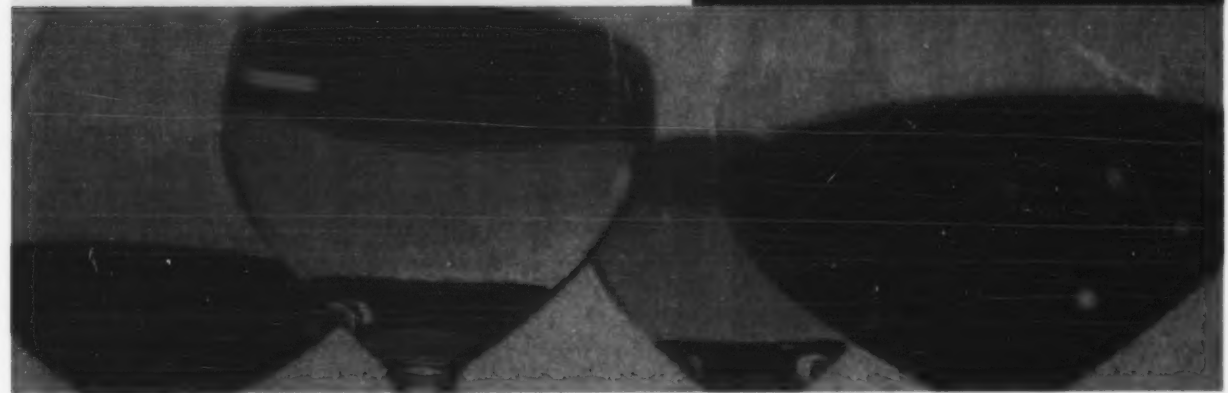


Table of Contents

| | |
|---|----|
| Introduction | 3 |
| Highlights by Category | 4 |
| Charts - Overall Market | 5 |
| Charts - Overall Market (Domestic/Import) | 6 |
| Total Market (by Volume) | 7 |
| Total Market (by Retail Dollars) | 8 |
| Charts - Packaged vs Draft Beer | 9 |
| Charts - Domestic vs Import Beer | 10 |
| Charts - Import Beer Market | 11 |
| Domestic Beer Market (by Volume) | 12 |
| Domestic Beer Market (by Retail Dollars) | 13 |
| Import Beer Market (by Volume) | 14 |
| Import Beer Market (by Retail Dollars) | 19 |
| Charts - Coolers and Ciders | 24 |
| Cider Market (by Volume) | 25 |
| Cider Market (by Retail Dollars) | 26 |
| Cooler Market (by Volume) | 27 |
| Cooler Market (by Retail Dollars) | 28 |
| Charts - Spirits | 29 |
| Charts - Spirits Sales Breakdown | 30 |
| Spirits Market (by Volume) | 31 |
| Spirits Market (by Retail Dollars) | 33 |
| Spirits Market - Liqueurs (by Volume) | 35 |
| Spirits Market - Liqueurs (by Retail Dollars) | 40 |
| Spirits Market - Overall (by Volume) | 45 |
| Spirits Market - Overall (by Retail Dollars) | 46 |
| Charts - Wine (Domestic/Import) | 47 |
| Charts - Domestic Wine | 48 |
| Charts - Import Wine | 49 |
| Domestic Wine Market (by Volume) | 50 |
| Domestic Wine Market (by Retail Dollars) | 53 |
| Import Wine Market (by Volume) | 56 |
| Import Wine Market (by Retail Dollars) | 67 |
| Glossary and Explanatory Notes | 78 |
| Contact Information | 79 |

Introduction

The Liquor Distribution Branch produces the Quarterly Market Review (QMR) four times per year for reporting periods ending in March, June, September, and December.

The QMR provides provincial sales for domestic and import beer, cider, coolers, spirits and wine. Sales are provided in both litre and retail dollar value. Retail dollar value is based on the government liquor store price excluding provincial sales tax (PST) and federal goods and services tax (GST).

For each reporting period, the QMR provides annualized sales data for five years and sales for the most recent quarter. The percentage change in sales is shown for the most recent 12 month period and the most recent quarter compared to the same time periods in the previous year. In addition, the QMR shows the percentage of sales that were made to licensed establishments where liquor is consumed on-premise (e.g. bars, restaurants etc.).

The Quarterly Market Review was revised for the March 2008 edition and this impacts the comparability with previous editions. The source of data used to produce the QMR from March 2008 forward was changed resulting in small differences in historical sales comparability. More significantly, the definition of dollar sales value was changed to exclude sales taxes (PST, GST) which, as of March 2008, were 10% and 5% respectively. The change to retail dollar sales reporting was made to make QMR sales data more consistent with sales reported in other LDB publications such as the Annual Report.

While every effort has been made to ensure accuracy and completeness of our figures, this is not guaranteed. It is the express condition of the use of this publication that the Liquor Distribution Branch shall incur no liability.

HIGHLIGHTS BY CATEGORY - RETAIL DOLLARS

All figures in this section compare the current quarter to the same quarter in the previous year.

| BEER - DOMESTIC | % Change |
|---|----------|
| BREWERIES WITH ANNUAL PRODUCTION OVER 100,000HL - DRAFT | -1.85% |
| BREWERIES WITH ANNUAL PRODUCTION OVER 100,000HL - PACKAGED | -2.31% |
| BREWERIES WITH ANNUAL PRODUCTION UP TO 100,000HL - DRAFT | 18.63% |
| BREWERIES WITH ANNUAL PRODUCTION UP TO 100,000HL - PACKAGED | 44.07% |

| BEER - IMPORTED | % Change |
|--------------------------|----------|
| MEXICO | 2.77% |
| UNITED STATES OF AMERICA | 17.68% |
| NETHERLANDS | 4.20% |
| BELGIUM | 18.03% |
| GERMANY | 11.15% |
| IRELAND | 6.17% |

| CIDER - DOMESTIC | % Change |
|------------------|----------|
| CIDER | -1.28% |

| CIDER - IMPORTED | % Change |
|------------------|----------|
| CIDER | 41.58% |

| COOLERS - DOMESTIC | % Change |
|--------------------|----------|
| WINE | -7.45% |
| SPIRIT | -3.38% |
| BEER | -70.70% |

| COOLERS - IMPORTED | % Change |
|--------------------|----------|
| WINE | 9.08% |
| SPIRIT | 23.60% |
| BEER | -81.83% |

| SPIRITS - DOMESTIC | % Change |
|--------------------|----------|
| CANADIAN WHISKY | -0.52% |
| VODKA | 3.09% |
| RUM | 3.28% |
| LIQUEURS | 3.44% |
| GIN | -6.50% |
| BRANDY | -2.88% |

| SPIRITS - IMPORTED | % Change |
|--------------------|----------|
| SCOTCH WHISKY | 0.94% |
| VODKA | 17.36% |
| RUM | 2.70% |
| LIQUEURS | -1.78% |
| GIN | 4.86% |
| BRANDY | -2.39% |

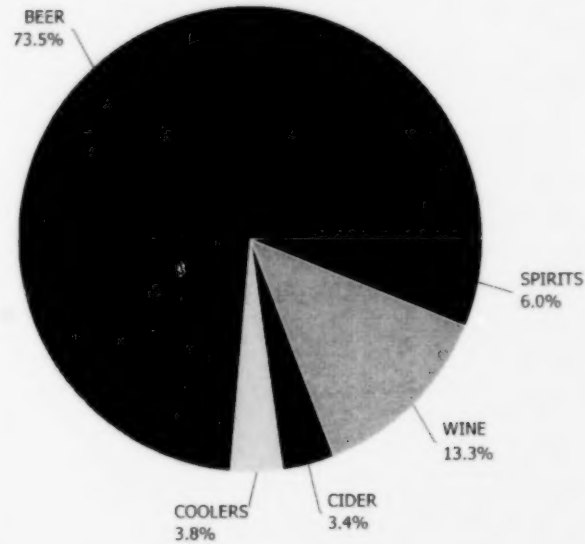
| WINE - DOMESTIC | % Change |
|--------------------------------------|----------|
| TABLE WINE RED | 3.64% |
| TABLE WINE ROSE | 21.12% |
| TABLE WINE WHITE | 3.55% |
| SPARKLING WINE | -1.55% |
| APERITIF, DESSERT AND FORTIFIED WINE | -6.29% |

| WINE - IMPORTED | % Change |
|--------------------------------------|----------|
| TABLE WINE RED | 5.41% |
| TABLE WINE ROSE | 4.90% |
| TABLE WINE WHITE | 5.70% |
| SPARKLING WINE | 7.05% |
| APERITIF, DESSERT AND FORTIFIED WINE | 1.70% |

Total Market Share

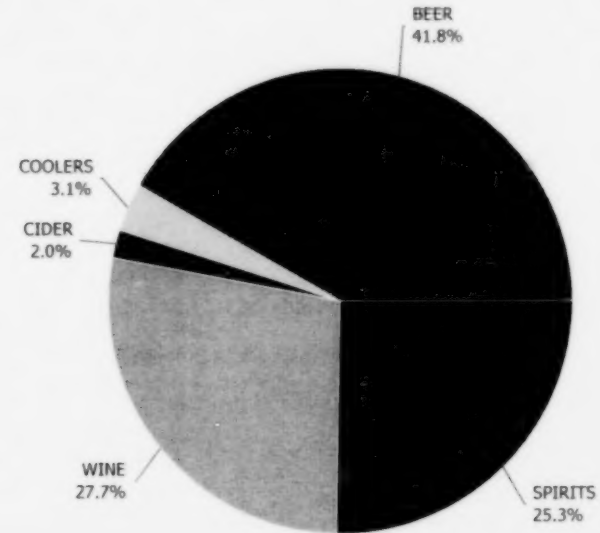
Total Market Share

Current Quarter by Volume (Litres)



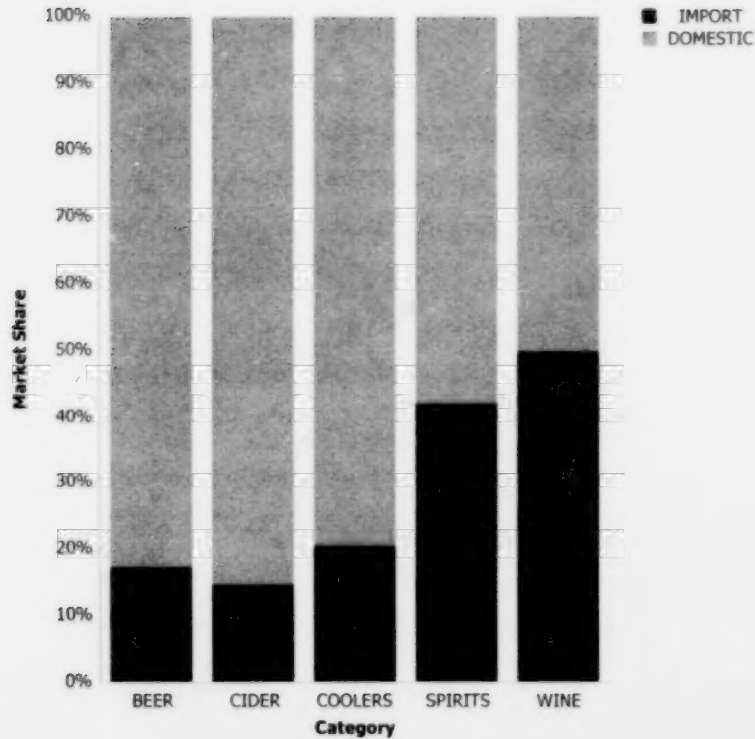
Total Market Share

Current Quarter by Retail Dollars

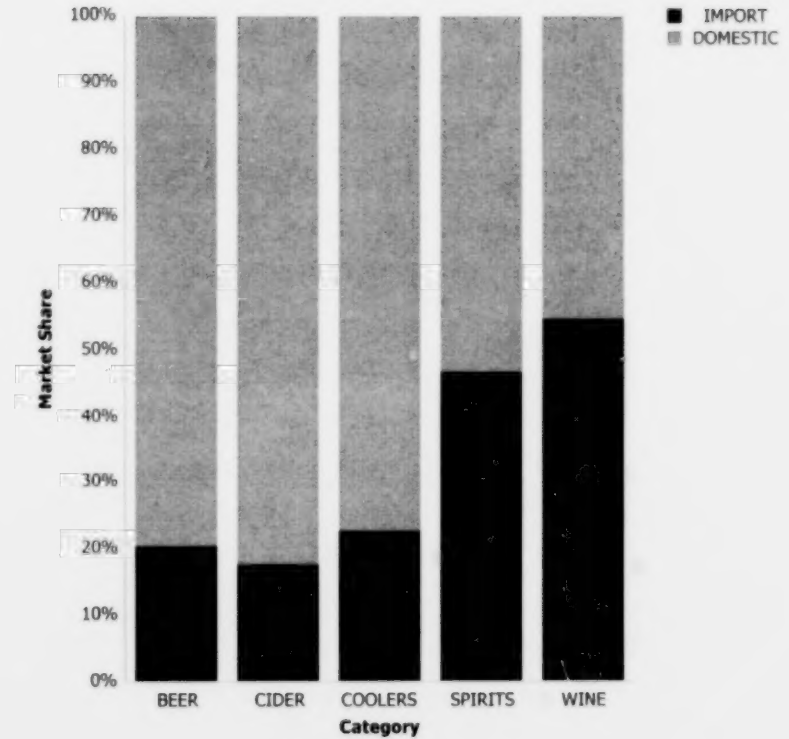


Domestic-Import Share by Category

Current Quarter by Volume (Litres)



Current Quarter by Retail Dollars



TOTAL MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|----------------------------|-------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------------|-----------------------------|--------------------------|
| BEER | DOMESTIC | 238,190,494 | 237,055,628 | 239,851,965 | 240,776,878 | 241,533,713 | 66,846,892 | -3.92% | 0.31% | 25.61% |
| | IMPORT | 30,416,549 | 31,665,364 | 36,647,995 | 41,613,869 | 46,569,617 | 13,909,137 | 3.91% | 11.91% | 23.35% |
| | BEER | 268,607,043 | 268,720,991 | 276,499,960 | 282,390,747 | 288,103,330 | 80,756,029 | -2.65% | 2.02% | 25.24% |
| COOLERS AND CIDERS | DOMESTIC | 18,569,196 | 18,205,438 | 18,956,059 | 18,936,416 | 19,282,083 | 6,506,543 | -2.35% | 1.83% | 10.94% |
| | IMPORT | 1,582,356 | 1,499,089 | 1,743,254 | 2,556,036 | 3,846,887 | 1,398,614 | 32.58% | 50.50% | 15.80% |
| | COOLERS AND CIDERS | 20,151,552 | 19,704,528 | 20,699,312 | 21,492,452 | 23,128,970 | 7,905,157 | 2.42% | 7.61% | 11.75% |
| SPIRITS | DOMESTIC | 13,875,021 | 14,132,002 | 14,689,460 | 14,748,377 | 15,215,871 | 3,834,074 | -2.64% | 3.17% | 12.47% |
| | IMPORT | 8,030,405 | 8,547,880 | 9,209,751 | 9,967,861 | 10,712,486 | 2,761,710 | 4.34% | 7.47% | 17.66% |
| | SPIRITS | 21,905,426 | 22,679,882 | 23,899,211 | 24,716,238 | 25,928,357 | 6,595,783 | 0.17% | 4.90% | 14.61% |
| WINE | DOMESTIC | 21,161,749 | 23,026,633 | 24,506,727 | 25,770,343 | 27,198,195 | 7,327,577 | 1.31% | 5.54% | 18.01% |
| | IMPORT | 21,763,850 | 23,669,852 | 25,284,792 | 28,245,635 | 30,152,638 | 7,240,626 | 1.31% | 6.75% | 14.80% |
| | WINE | 42,925,599 | 46,696,485 | 49,791,519 | 54,015,978 | 57,350,832 | 14,568,203 | 1.31% | 6.17% | 16.33% |
| TOTAL LIQUOR MARKET | | 353,589,620 | 357,801,886 | 370,890,003 | 382,615,415 | 394,511,489 | 109,825,172 | -1.63% | 3.11% | 22.46% |

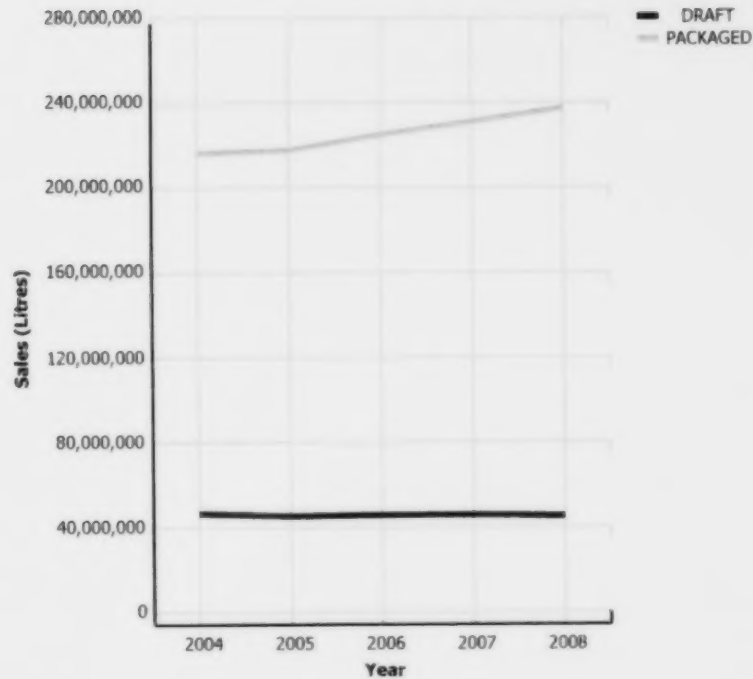
TOTAL MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS ('000's)

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|----------------------------|-------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------------|-----------------------------|--------------------------|
| BEER | DOMESTIC | \$815,843 | \$833,555 | \$855,962 | \$880,655 | \$906,670 | \$255,089 | -1.11% | 2.95% | 21.63% |
| | IMPORT | \$134,215 | \$142,647 | \$165,126 | \$188,736 | \$215,194 | \$64,984 | 7.58% | 14.02% | 23.15% |
| | BEER | \$950,058 | \$976,202 | \$1,021,088 | \$1,069,391 | \$1,121,864 | \$320,074 | 0.54% | 4.91% | 21.92% |
| COOLERS AND CIDERS | DOMESTIC | \$86,513 | \$85,178 | \$89,045 | \$90,890 | \$92,831 | \$31,410 | -2.71% | 2.14% | 11.61% |
| | IMPORT | \$10,667 | \$10,329 | \$11,091 | \$15,946 | \$22,887 | \$8,166 | 27.00% | 43.53% | 13.16% |
| | COOLERS AND CIDERS | \$97,180 | \$95,507 | \$100,136 | \$106,835 | \$115,718 | \$39,575 | 2.22% | 8.31% | 11.92% |
| SPIRITS | DOMESTIC | \$329,568 | \$343,561 | \$358,620 | \$380,748 | \$404,784 | \$103,549 | 1.63% | 6.31% | 12.10% |
| | IMPORT | \$236,682 | \$257,795 | \$280,201 | \$316,624 | \$348,670 | \$90,240 | 7.35% | 10.12% | 18.51% |
| | SPIRITS | \$566,250 | \$601,356 | \$638,821 | \$697,372 | \$753,454 | \$193,789 | 4.22% | 8.04% | 15.06% |
| WINE | DOMESTIC | \$223,670 | \$254,699 | \$280,467 | \$312,389 | \$335,538 | \$96,699 | 3.18% | 7.41% | 18.91% |
| | IMPORT | \$304,492 | \$339,138 | \$371,717 | \$433,887 | \$481,160 | \$115,481 | 5.45% | 10.90% | 18.15% |
| | WINE | \$528,162 | \$593,837 | \$652,184 | \$746,276 | \$816,698 | \$212,180 | 4.40% | 9.44% | 18.46% |
| TOTAL LIQUOR MARKET | | \$2,141,651 | \$2,266,902 | \$2,412,229 | \$2,619,874 | \$2,807,734 | \$765,618 | 2.59% | 7.17% | 18.66% |

Beer Market - Packaged vs Draft (Domestic & Imported)

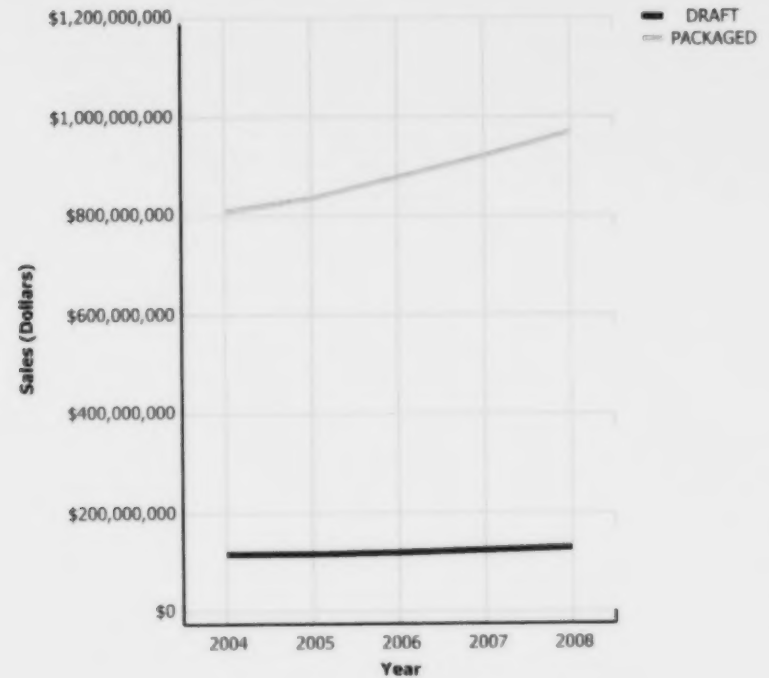
Beers (Domestic & Imported)

Annual Sales by Volume (Litres)



Beers (Domestic & Imported)

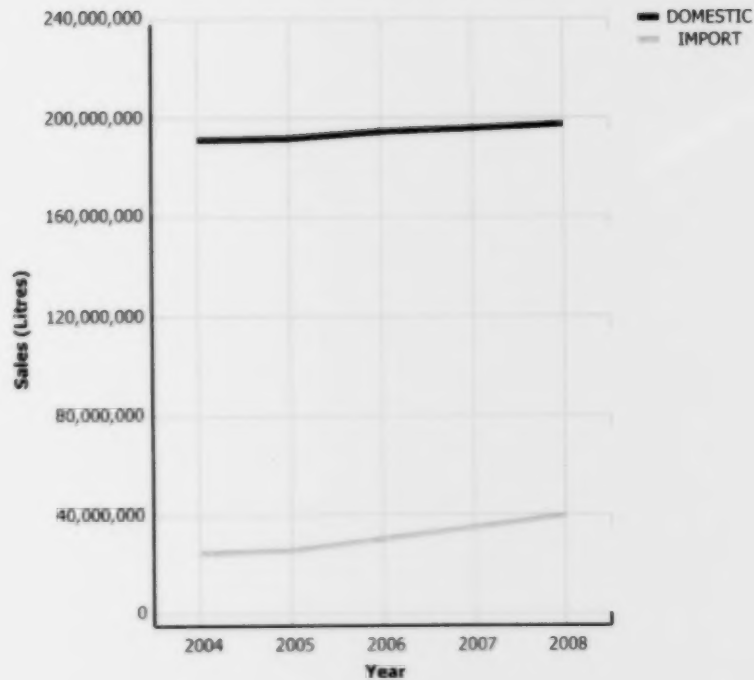
Annual Sales by Retail Dollars



Beer Market - Domestic vs Import (Packaged)

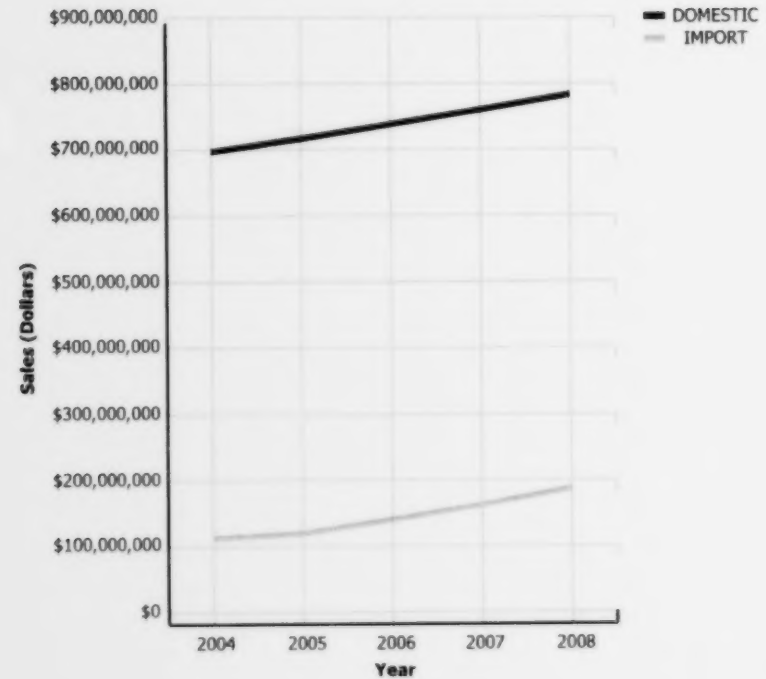
Beers (Packaged)

Annual Sales by Volume (Litres)



Beers (Packaged)

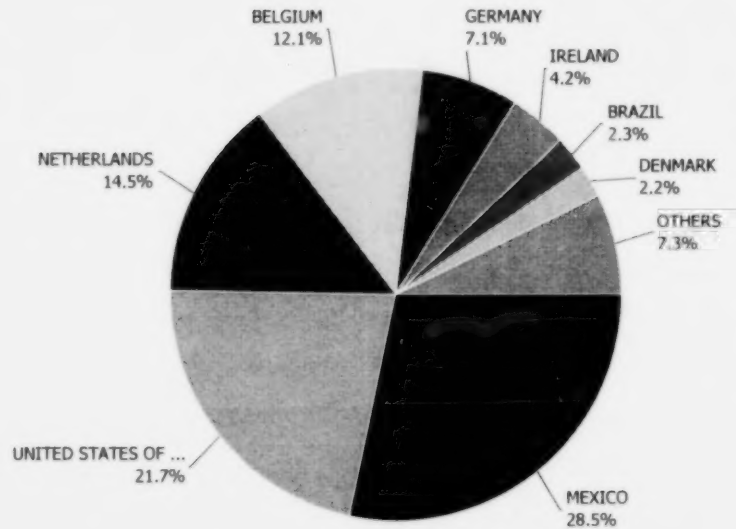
Annual Sales by Retail Dollars



Beer Market - Import Beer

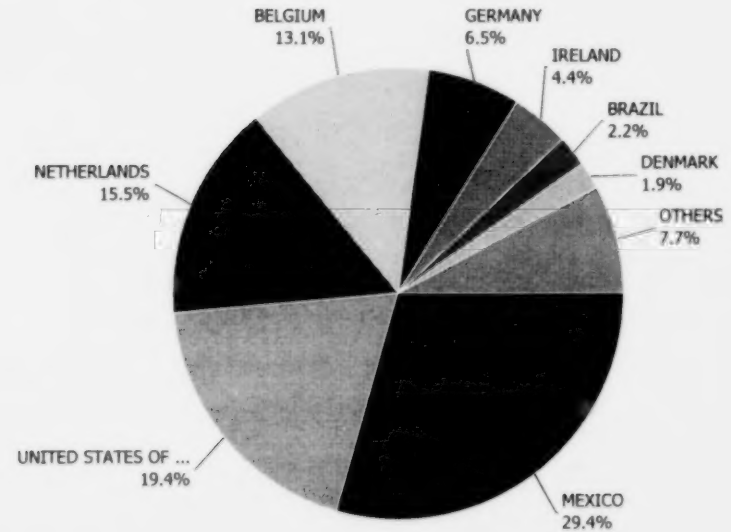
Import Beer Market Share

Current Quarter by Volume (Litres)



Import Beer Market Share

Current Quarter by Retail Dollars



DOMESTIC BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|--|--------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------------|-----------------------------|--------------------------|
| Breweries with Annual Production Over 100,000HL | DRAFT | 36,769,169 | 35,982,918 | 35,676,274 | 34,313,179 | 32,864,303 | 7,787,178 | -6.76% | -4.22% | 99.08% |
| | PACKAGED | 181,370,227 | 181,426,200 | 183,372,249 | 182,445,660 | 182,720,115 | 51,661,491 | -4.32% | 0.15% | 10.47% |
| | TOTAL | 218,139,396 | 217,409,118 | 219,048,523 | 216,758,839 | 215,584,418 | 59,448,669 | -4.65% | -0.54% | 23.98% |
| Breweries with Annual Production up to 100,000HL | DRAFT | 9,161,417 | 8,361,204 | 8,800,675 | 9,799,090 | 10,281,572 | 2,912,407 | 0.01% | 4.92% | 94.09% |
| | PACKAGED | 10,889,681 | 11,285,305 | 12,002,767 | 14,218,949 | 15,667,723 | 4,485,816 | 4.01% | 10.19% | 3.17% |
| | TOTAL | 20,051,098 | 19,646,509 | 20,803,442 | 24,018,039 | 25,949,295 | 7,398,223 | 2.40% | 8.04% | 39.19% |
| DOMESTIC DRAFT - TOTAL | | 45,930,586 | 44,344,122 | 44,476,949 | 44,112,269 | 43,145,876 | 10,699,585 | -5.01% | -2.19% | 97.89% |
| DOMESTIC PACKAGED - TOTAL | | 192,259,908 | 192,711,505 | 195,375,016 | 196,664,608 | 198,387,838 | 56,147,307 | -3.71% | 0.88% | 9.89% |
| DOMESTIC BEER - TOTAL | | 238,190,494 | 237,055,628 | 239,851,965 | 240,776,878 | 241,533,713 | 66,846,892 | -3.92% | 0.31% | 25.61% |

DOMESTIC BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|--|--------------|------------------|------------------|------------------|------------------|------------------|--------------------|---------------------------|-----------------------------|--------------------------|
| Breweries with Annual Production Over 100,000HL | DRAFT | \$91,429 | \$91,283 | \$90,861 | \$89,927 | \$89,796 | \$21,714 | -1.94% | -0.14% | 99.07% |
| | PACKAGED | \$661,821 | \$678,979 | \$696,975 | \$709,694 | \$725,577 | \$206,743 | -2.10% | 2.24% | 10.52% |
| | TOTAL | \$753,250 | \$770,262 | \$787,837 | \$799,621 | \$815,374 | \$228,457 | -2.08% | 1.97% | 20.27% |
| Breweries with Annual Production up to 100,000HL | DRAFT | \$23,311 | \$21,764 | \$23,227 | \$27,174 | \$30,371 | \$8,907 | 7.86% | 11.77% | 94.01% |
| | PACKAGED | \$39,282 | \$41,529 | \$44,898 | \$53,860 | \$60,925 | \$17,725 | 8.21% | 13.12% | 3.72% |
| | TOTAL | \$62,594 | \$63,293 | \$68,125 | \$81,034 | \$91,296 | \$26,632 | 8.09% | 12.66% | 33.76% |
| DOMESTIC DRAFT - TOTAL | | \$114,740 | \$113,047 | \$114,088 | \$117,100 | \$120,167 | \$30,621 | 0.72% | 2.62% | 97.79% |
| DOMESTIC PACKAGED - TOTAL | | \$701,103 | \$720,508 | \$741,873 | \$763,554 | \$786,503 | \$224,468 | -1.36% | 3.01% | 9.99% |
| DOMESTIC BEER - TOTAL | | \$815,843 | \$833,555 | \$855,962 | \$880,655 | \$906,670 | \$255,089 | -1.11% | 2.95% | 21.63% |

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|-------------------|---------------------------------------|------------------|------------------|------------------|------------------|------------------|--------------------|---------------------------|-----------------------------|--------------------------|
| ARGENTINA | PACKAGED | 0 | 0 | 63,002 | 88,950 | 56,860 | 140 | -99.46% | -36.08% | 4.49% |
| | ARGENTINA - Total | 0 | 0 | 63,002 | 88,950 | 56,860 | 140 | -99.46% | -36.08% | 4.49% |
| AUSTRALIA | PACKAGED | 99,460 | 101,173 | 140,601 | 138,882 | 95,016 | 11,542 | -68.26% | -31.59% | 10.09% |
| | AUSTRALIA - Total | 99,460 | 101,173 | 140,601 | 138,882 | 95,016 | 11,542 | -68.26% | -31.59% | 10.09% |
| AUSTRIA | PACKAGED | 7,350 | 12,648 | 13,182 | 9,504 | 4,970 | 1,112 | -44.55% | -47.71% | 55.15% |
| | AUSTRIA - Total | 7,350 | 12,648 | 13,182 | 9,504 | 4,970 | 1,112 | -44.55% | -47.71% | 55.15% |
| BELGIUM | DRAFT | 529,770 | 704,460 | 886,640 | 1,111,100 | 1,246,120 | 335,070 | 5.91% | 12.15% | 99.68% |
| | PACKAGED | 1,707,746 | 2,528,848 | 3,439,653 | 3,975,691 | 4,514,562 | 1,347,175 | 16.47% | 13.55% | 19.25% |
| | BELGIUM - Total | 2,237,516 | 3,233,308 | 4,326,293 | 5,086,791 | 5,760,682 | 1,682,245 | 14.20% | 13.25% | 36.65% |
| BRAZIL | PACKAGED | 1,120,485 | 949,368 | 1,270,183 | 1,265,380 | 1,017,088 | 322,666 | -29.33% | -19.62% | 10.44% |
| | BRAZIL - Total | 1,120,485 | 949,368 | 1,270,183 | 1,265,380 | 1,017,088 | 322,666 | -29.33% | -19.62% | 10.44% |
| CHINA | PACKAGED | 205,566 | 238,777 | 241,592 | 254,409 | 287,348 | 81,031 | 17.10% | 12.95% | 47.80% |
| | CHINA - Total | 205,566 | 238,777 | 241,592 | 254,409 | 287,348 | 81,031 | 17.10% | 12.95% | 47.80% |
| CROATIA | PACKAGED | 3,842 | 3,531 | 2,815 | 50 | 3,179 | 3,179 | n/a | 6,258.00% | 0.38% |
| | CROATIA - Total | 3,842 | 3,531 | 2,815 | 50 | 3,179 | 3,179 | n/a | 6,258.00% | 0.38% |
| CUBA | PACKAGED | 776 | 0 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | CUBA - Total | 776 | 0 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| CZECH REPUBLIC | PACKAGED | 431,956 | 560,528 | 635,651 | 739,294 | 716,918 | 191,684 | -13.31% | -3.03% | 6.15% |
| | CZECH REPUBLIC - Total | 431,956 | 560,528 | 635,651 | 739,294 | 716,918 | 191,684 | -13.31% | -3.03% | 6.15% |
| DENMARK | DRAFT | 0 | 0 | 0 | 0 | 2,550 | 700 | n/a | n/a | 100.00% |
| | PACKAGED | 364,015 | 648,051 | 772,787 | 801,983 | 1,133,640 | 310,706 | 23.27% | 41.35% | 1.39% |
| | DENMARK - Total | 364,015 | 648,051 | 772,787 | 801,983 | 1,136,190 | 311,406 | 23.27% | 41.35% | 1.61% |
| EL SALVADOR | PACKAGED | 0 | 153 | 58 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | EL SALVADOR - Total | 0 | 153 | 58 | 0 | 0 | 0 | n/a | n/a | 0.00% |

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|---------------|--------------------------|------------------|------------------|------------------|------------------|------------------|--------------------|---------------------------|-----------------------------|--------------------------|
| FIJI | PACKAGED | 0 | 0 | 0 | 0 | 1 | 0 | n/a | n/a | 0.00% |
| | FIJI - Total | 0 | 0 | 0 | 0 | 1 | 0 | n/a | n/a | 0.00% |
| FRANCE | DRAFT | 22,950 | 21,000 | 39,100 | 51,250 | 62,750 | 14,800 | -8.64% | 22.44% | 99.76% |
| | PACKAGED | 81,947 | 97,595 | 141,588 | 173,808 | 184,118 | 52,732 | 25.00% | 5.93% | 16.22% |
| | FRANCE - Total | 104,897 | 118,595 | 180,688 | 225,058 | 246,868 | 67,532 | 15.67% | 9.69% | 37.46% |
| GERMANY | DRAFT | 231,790 | 232,020 | 229,090 | 224,140 | 202,755 | 60,460 | -16.89% | -9.54% | 94.09% |
| | PACKAGED | 2,434,083 | 2,366,162 | 2,589,249 | 2,877,410 | 3,283,479 | 932,650 | 11.74% | 14.11% | 5.85% |
| | GERMANY - Total | 2,665,873 | 2,598,182 | 2,818,339 | 3,101,550 | 3,486,234 | 993,110 | 9.45% | 12.40% | 10.98% |
| GREECE | PACKAGED | 4,886 | 7,228 | 6,571 | 8,716 | 8,786 | 2,615 | 4.03% | 0.81% | 92.51% |
| | GREECE - Total | 4,886 | 7,228 | 6,571 | 8,716 | 8,786 | 2,615 | 4.03% | 0.81% | 92.51% |
| HONG KONG | PACKAGED | 8 | 32 | 8 | 16 | 0 | 0 | n/a | -100.00% | 0.00% |
| | HONG KONG - Total | 8 | 32 | 8 | 16 | 0 | 0 | n/a | -100.00% | 0.00% |
| INDIA | PACKAGED | 40,998 | 47,265 | 61,401 | 60,479 | 64,361 | 16,920 | 3.91% | 6.42% | 82.92% |
| | INDIA - Total | 40,998 | 47,265 | 61,401 | 60,479 | 64,361 | 16,920 | 3.91% | 6.42% | 82.92% |
| IRELAND | DRAFT | 1,021,750 | 1,086,200 | 1,172,200 | 1,282,000 | 1,354,700 | 298,450 | 0.69% | 5.67% | 99.77% |
| | PACKAGED | 918,004 | 954,661 | 1,062,678 | 1,191,142 | 1,267,892 | 288,633 | 5.21% | 6.44% | 13.96% |
| | IRELAND - Total | 1,939,754 | 2,040,861 | 2,234,878 | 2,473,142 | 2,622,592 | 587,083 | 2.87% | 6.04% | 58.28% |
| ITALY | PACKAGED | 34,652 | 35,072 | 61,919 | 94,072 | 108,199 | 31,040 | 0.17% | 15.02% | 32.75% |
| | ITALY - Total | 34,652 | 35,072 | 61,919 | 94,072 | 108,199 | 31,040 | 0.17% | 15.02% | 32.75% |
| JAMAICA | PACKAGED | 10,190 | 111,377 | 148,254 | 171,436 | 192,249 | 58,861 | 12.56% | 12.14% | 15.38% |
| | JAMAICA - Total | 10,190 | 111,377 | 148,254 | 171,436 | 192,249 | 58,861 | 12.56% | 12.14% | 15.38% |
| JAPAN | PACKAGED | 309,434 | 305,176 | 352,124 | 407,807 | 449,490 | 130,868 | 11.33% | 10.22% | 75.51% |
| | JAPAN - Total | 309,434 | 305,176 | 352,124 | 407,807 | 449,490 | 130,868 | 11.33% | 10.22% | 75.51% |
| KENYA | PACKAGED | 4,079 | 6,162 | 7,376 | 4,516 | 9,628 | 2,688 | 48.00% | 113.19% | 44.49% |
| | KENYA - Total | 4,079 | 6,162 | 7,376 | 4,516 | 9,628 | 2,688 | 48.00% | 113.19% | 44.49% |
| KOREA - SOUTH | PACKAGED | 0 | 11,271 | 18,226 | 16,339 | 13,520 | 3,760 | -25.03% | -17.25% | 59.36% |

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|--------------------|----------------------------------|------------------|------------------|------------------|-------------------|-------------------|--------------------|---------------------------|-----------------------------|--------------------------|
| KOREA - SOUTH | KOREA - SOUTH - Total | 0 | 11,271 | 18,226 | 16,339 | 13,520 | 3,760 | -25.03% | -17.25% | 59.36% |
| MEXICO | PACKAGED | 7,954,338 | 8,200,280 | 9,074,311 | 10,540,944 | 11,585,655 | 3,958,152 | -2.58% | 9.91% | 22.38% |
| | MEXICO - Total | 7,954,338 | 8,200,280 | 9,074,311 | 10,540,944 | 11,585,655 | 3,958,152 | -2.58% | 9.91% | 22.38% |
| MONTENEGRO | PACKAGED | 2,043 | 2,012 | 3,482 | 2,969 | 2,504 | 577 | -38.81% | -15.66% | 21.19% |
| | MONTENEGRO - Total | 2,043 | 2,012 | 3,482 | 2,969 | 2,504 | 577 | -38.81% | -15.66% | 21.19% |
| NETHERLANDS | DRAFT | 166,350 | 234,000 | 330,950 | 386,150 | 450,040 | 119,590 | 15.38% | 16.55% | 99.78% |
| | PACKAGED | 3,488,488 | 3,915,584 | 4,884,213 | 5,817,885 | 6,792,376 | 1,904,138 | -0.63% | 16.75% | 17.68% |
| | NETHERLANDS - Total | 3,654,838 | 4,149,584 | 5,215,163 | 6,204,035 | 7,242,416 | 2,023,728 | 0.19% | 16.74% | 22.78% |
| NEW ZEALAND | PACKAGED | 113,219 | 105,334 | 101,688 | 107,427 | 84,115 | 22,113 | -30.01% | -21.70% | 4.77% |
| | NEW ZEALAND - Total | 113,219 | 105,334 | 101,688 | 107,427 | 84,115 | 22,113 | -30.01% | -21.70% | 4.77% |
| PHILIPPINES | PACKAGED | 19,107 | 17,582 | 19,083 | 22,962 | 21,326 | 6,469 | 3.49% | -7.13% | 19.35% |
| | PHILIPPINES - Total | 19,107 | 17,582 | 19,083 | 22,962 | 21,326 | 6,469 | 3.49% | -7.13% | 19.35% |
| POLAND | PACKAGED | 67,390 | 55,392 | 71,290 | 87,200 | 116,027 | 30,710 | -2.40% | 33.06% | 3.93% |
| | POLAND - Total | 67,390 | 55,392 | 71,290 | 87,200 | 116,027 | 30,710 | -2.40% | 33.06% | 3.93% |
| PORTUGAL | PACKAGED | 0 | 12,070 | 20,166 | 242 | 0 | 0 | -100.00% | -100.00% | 0.00% |
| | PORTUGAL - Total | 0 | 12,070 | 20,166 | 242 | 0 | 0 | -100.00% | -100.00% | 0.00% |
| RUSSIA (USSR) | PACKAGED | 0 | 0 | 0 | 10,457 | 54,037 | 11,065 | 5.81% | 416.75% | 1.59% |
| | RUSSIA (USSR) - Total | 0 | 0 | 0 | 10,457 | 54,037 | 11,065 | 5.81% | 416.75% | 1.59% |
| SINGAPORE | PACKAGED | 46,782 | 71,849 | 89,748 | 69,944 | 76,219 | 19,564 | 1.49% | 8.97% | 40.16% |
| | SINGAPORE - Total | 46,782 | 71,849 | 89,748 | 69,944 | 76,219 | 19,564 | 1.49% | 8.97% | 40.16% |
| SLOVAK REPUBLIC | PACKAGED | 46,457 | 54,537 | 39,577 | 15,773 | 18 | 0 | -100.00% | -99.88% | 0.00% |

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|--------------------------------|--|----------------|----------------|----------------|----------------|----------------|--------------------|---------------------------|-----------------------------|--------------------------|
| SLOVAK REPUBLIC | SLOVAK REPUBLIC - Total | 46,457 | 54,537 | 39,577 | 15,773 | 18 | 0 | -100.00% | -99.88% | 0.00% |
| SLOVENIA | PACKAGED | 0 | 21,240 | 44,524 | 43,724 | 32,807 | 8,441 | -7.57% | -24.97% | 1.63% |
| | SLOVENIA - Total | 0 | 21,240 | 44,524 | 43,724 | 32,807 | 8,441 | -7.57% | -24.97% | 1.63% |
| SOUTH AFRICA | PACKAGED | 30,459 | 29,901 | 38,764 | 40,266 | 33,380 | 4,624 | -38.84% | -17.10% | 6.33% |
| | SOUTH AFRICA - Total | 30,459 | 29,901 | 38,764 | 40,266 | 33,380 | 4,624 | -38.84% | -17.10% | 6.33% |
| SPAIN | PACKAGED | 3,528 | 4,330 | 4,994 | 10,797 | 99,696 | 47,581 | 1,382.46% | 823.37% | 8.29% |
| | SPAIN - Total | 3,528 | 4,330 | 4,994 | 10,797 | 99,696 | 47,581 | 1,382.46% | 823.37% | 8.29% |
| TAIWAN | PACKAGED | 1,589 | 363 | -26 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | TAIWAN - Total | 1,589 | 363 | -26 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| THAILAND | PACKAGED | 43,150 | 49,362 | 61,067 | 100,250 | 92,847 | 23,992 | -21.40% | -7.38% | 64.85% |
| | THAILAND - Total | 43,150 | 49,362 | 61,067 | 100,250 | 92,847 | 23,992 | -21.40% | -7.38% | 64.85% |
| TRINIDAD AND TOBAGO | PACKAGED | 26,074 | 19,141 | 24,646 | 24,539 | 24,170 | 10,539 | 13.34% | -1.51% | 15.44% |
| | TRINIDAD AND TOBAGO - Total | 26,074 | 19,141 | 24,646 | 24,539 | 24,170 | 10,539 | 13.34% | -1.51% | 15.44% |
| TURKEY | PACKAGED | 0 | 6,449 | 25,812 | 42,014 | 50,532 | 12,591 | 2.70% | 20.27% | 2.87% |
| | TURKEY - Total | 0 | 6,449 | 25,812 | 42,014 | 50,532 | 12,591 | 2.70% | 20.27% | 2.87% |
| UKRAINE | PACKAGED | 0 | 0 | 2,815 | 8,838 | 7,548 | 1,840 | -34.34% | -14.60% | 29.39% |
| | UKRAINE - Total | 0 | 0 | 2,815 | 8,838 | 7,548 | 1,840 | -34.34% | -14.60% | 29.39% |
| UNITED KINGDOM | DRAFT | 130,806 | 128,596 | 121,204 | 93,900 | 82,844 | 22,472 | 5.50% | -11.77% | 98.37% |
| | PACKAGED | 532,123 | 545,172 | 627,860 | 673,518 | 728,611 | 185,877 | 9.11% | 8.18% | 6.09% |
| | UNITED KINGDOM - Total | 662,929 | 673,767 | 749,065 | 767,418 | 811,456 | 208,350 | 8.71% | 5.74% | 15.51% |
| UNITED STATES OF AMERICA | DRAFT | 0 | 0 | 0 | 9,014 | 10,502 | 4,637 | 30.30% | 16.50% | 73.93% |
| | PACKAGED | 8,156,621 | 7,161,837 | 7,701,327 | 8,548,563 | 9,942,125 | 3,014,620 | 14.55% | 16.30% | 14.66% |

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|----------------------------|---|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|---------------------------|-----------------------------|--------------------------|
| UNITED STATES OF AMERICA | UNITED STATES OF AMERICA - Total | 8,156,621 | 7,161,837 | 7,701,327 | 8,557,577 | 9,952,627 | 3,019,258 | 14.57% | 16.30% | 14.73% |
| VIETNAM | PACKAGED | 2,289 | 1,579 | 4,553 | 8,117 | 2,057 | 60 | -96.42% | -74.66% | 26.63% |
| | VIETNAM - Total | 2,289 | 1,579 | 4,553 | 8,117 | 2,057 | 60 | -96.42% | -74.66% | 26.63% |
| <hr/> | | | | | | | | | | |
| IMPORT DRAFT - TOTAL | | 2,103,416 | 2,406,276 | 2,779,184 | 3,157,554 | 3,412,261 | 856,180 | 3.13% | 8.07% | 99.29% |
| IMPORT PACKAGED - TOTAL | | 28,313,133 | 29,259,088 | 33,868,811 | 38,456,315 | 43,157,356 | 13,052,957 | 3.96% | 12.22% | 17.34% |
| IMPORT BEER - TOTAL | | 30,416,549 | 31,665,364 | 36,647,995 | 41,613,869 | 46,569,617 | 13,909,137 | 3.91% | 11.91% | 23.35% |

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|-------------------|---------------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|--------------------|---------------------------|-----------------------------|--------------------------|
| ARGENTINA | PACKAGED | \$0 | \$0 | \$271 | \$382 | \$248 | \$1 | -99.43% | -35.03% | 4.75% |
| | ARGENTINA - Total | \$0 | \$0 | \$271 | \$382 | \$248 | \$1 | -99.43% | -35.03% | 4.75% |
| AUSTRALIA | PACKAGED | \$458 | \$486 | \$683 | \$681 | \$478 | \$60 | -66.59% | -29.77% | 10.60% |
| | AUSTRALIA - Total | \$458 | \$486 | \$683 | \$681 | \$478 | \$60 | -66.59% | -29.77% | 10.60% |
| AUSTRIA | PACKAGED | \$33 | \$57 | \$58 | \$42 | \$24 | \$6 | -36.67% | -43.76% | 52.96% |
| | AUSTRIA - Total | \$33 | \$57 | \$58 | \$42 | \$24 | \$6 | -36.67% | -43.76% | 52.96% |
| BELGIUM | DRAFT | \$2,115 | \$2,877 | \$3,608 | \$4,597 | \$5,303 | \$1,436 | 9.27% | 15.36% | 99.65% |
| | PACKAGED | \$8,478 | \$12,724 | \$17,118 | \$20,060 | \$23,121 | \$7,056 | 19.99% | 15.26% | 19.37% |
| | BELGIUM - Total | \$10,593 | \$15,601 | \$20,726 | \$24,657 | \$28,424 | \$8,492 | 18.03% | 15.28% | 34.35% |
| BRAZIL | PACKAGED | \$5,500 | \$4,511 | \$5,662 | \$5,587 | \$4,595 | \$1,439 | -26.82% | -17.77% | 10.35% |
| | BRAZIL - Total | \$5,500 | \$4,511 | \$5,662 | \$5,587 | \$4,595 | \$1,439 | -26.82% | -17.77% | 10.35% |
| CHINA | PACKAGED | \$913 | \$1,067 | \$1,096 | \$1,204 | \$1,346 | \$383 | 16.06% | 11.83% | 48.81% |
| | CHINA - Total | \$913 | \$1,067 | \$1,096 | \$1,204 | \$1,346 | \$383 | 16.06% | 11.83% | 48.81% |
| CROATIA | PACKAGED | \$18 | \$17 | \$14 | \$0 | \$14 | \$14 | n/a | 5,498.61% | 0.38% |
| | CROATIA - Total | \$18 | \$17 | \$14 | \$0 | \$14 | \$14 | n/a | 5,498.61% | 0.38% |
| CUBA | PACKAGED | \$3 | \$0 | \$0 | \$0 | \$0 | \$0 | n/a | n/a | 0.00% |
| | CUBA - Total | \$3 | \$0 | \$0 | \$0 | \$0 | \$0 | n/a | n/a | 0.00% |
| CZECH REPUBLIC | PACKAGED | \$1,771 | \$2,316 | \$2,699 | \$3,220 | \$3,228 | \$870 | -10.41% | 0.26% | 6.42% |
| | CZECH REPUBLIC - Total | \$1,771 | \$2,316 | \$2,699 | \$3,220 | \$3,228 | \$870 | -10.41% | 0.26% | 6.42% |
| DENMARK | DRAFT | \$0 | \$0 | \$0 | \$0 | \$11 | \$3 | n/a | n/a | 100.00% |
| | PACKAGED | \$1,407 | \$2,464 | \$2,930 | \$3,068 | \$4,406 | \$1,239 | 30.54% | 43.58% | 1.59% |
| | DENMARK - Total | \$1,407 | \$2,464 | \$2,930 | \$3,068 | \$4,416 | \$1,242 | 30.54% | 43.58% | 1.83% |
| EL SALVADOR | PACKAGED | \$0 | \$1 | \$0 | \$0 | \$0 | \$0 | n/a | n/a | 0.00% |
| | EL SALVADOR - Total | \$0 | \$1 | \$0 | \$0 | \$0 | \$0 | n/a | n/a | 0.00% |

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|------------------|--------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|--------------------|---------------------------|-----------------------------|--------------------------|
| FIJI | PACKAGED | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | n/a | n/a | 0.00% |
| | FIJI - Total | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | n/a | n/a | 0.00% |
| FRANCE | DRAFT | \$82 | \$76 | \$142 | \$191 | \$237 | \$56 | -8.64% | 23.99% | 99.76% |
| | PACKAGED | \$404 | \$479 | \$707 | \$875 | \$967 | \$279 | 29.28% | 10.54% | 16.21% |
| | FRANCE - Total | \$486 | \$554 | \$848 | \$1,066 | \$1,204 | \$335 | 20.91% | 12.96% | 32.67% |
| GERMANY | DRAFT | \$863 | \$869 | \$862 | \$852 | \$782 | \$236 | -14.84% | -8.16% | 94.11% |
| | PACKAGED | \$10,150 | \$10,012 | \$10,934 | \$12,158 | \$13,838 | \$3,964 | 13.20% | 13.81% | 6.71% |
| | GERMANY - Total | \$11,012 | \$10,881 | \$11,796 | \$13,010 | \$14,620 | \$4,199 | 11.15% | 12.38% | 11.38% |
| GREECE | PACKAGED | \$29 | \$46 | \$42 | \$57 | \$60 | \$17 | 3.08% | 6.59% | 92.49% |
| | GREECE - Total | \$29 | \$46 | \$42 | \$57 | \$60 | \$17 | 3.08% | 6.59% | 92.49% |
| HONG KONG | PACKAGED | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | n/a | -100.00% | 0.00% |
| | HONG KONG - Total | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | n/a | -100.00% | 0.00% |
| INDIA | PACKAGED | \$225 | \$268 | \$346 | \$350 | \$397 | \$107 | 9.72% | 13.45% | 83.03% |
| | INDIA - Total | \$225 | \$268 | \$346 | \$350 | \$397 | \$107 | 9.72% | 13.45% | 83.03% |
| IRELAND | DRAFT | \$4,135 | \$4,433 | \$4,812 | \$5,389 | \$5,763 | \$1,297 | 4.16% | 6.95% | 99.77% |
| | PACKAGED | \$4,607 | \$4,946 | \$5,528 | \$6,243 | \$6,757 | \$1,555 | 7.90% | 8.24% | 13.92% |
| | IRELAND - Total | \$8,742 | \$9,378 | \$10,340 | \$11,632 | \$12,520 | \$2,852 | 6.17% | 7.64% | 53.43% |
| ITALY | PACKAGED | \$185 | \$182 | \$322 | \$486 | \$571 | \$168 | 4.65% | 17.53% | 32.49% |
| | ITALY - Total | \$185 | \$182 | \$322 | \$486 | \$571 | \$168 | 4.65% | 17.53% | 32.49% |
| JAMAICA | PACKAGED | \$46 | \$517 | \$713 | \$855 | \$993 | \$310 | 13.54% | 16.23% | 15.43% |
| | JAMAICA - Total | \$46 | \$517 | \$713 | \$855 | \$993 | \$310 | 13.54% | 16.23% | 15.43% |
| JAPAN | PACKAGED | \$1,513 | \$1,503 | \$1,736 | \$2,053 | \$2,295 | \$676 | 14.16% | 11.76% | 76.12% |
| | JAPAN - Total | \$1,513 | \$1,503 | \$1,736 | \$2,053 | \$2,295 | \$676 | 14.16% | 11.76% | 76.12% |
| KENYA | PACKAGED | \$24 | \$38 | \$46 | \$28 | \$61 | \$17 | 50.76% | 114.62% | 44.43% |
| | KENYA - Total | \$24 | \$38 | \$46 | \$28 | \$61 | \$17 | 50.76% | 114.62% | 44.43% |
| KOREA - SOUTH | PACKAGED | \$0 | \$49 | \$79 | \$72 | \$62 | \$17 | -24.63% | -14.30% | 59.31% |

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|--------------------|-------------------------------|----------|----------|----------|----------|----------|--------------------|---------------------------|-----------------------------|--------------------------|
| KOREA - SOUTH | KOREA - SOUTH - Total | \$0 | \$49 | \$79 | \$72 | \$62 | \$17 | -24.63% | -14.30% | 59.31% |
| MEXICO | PACKAGED | \$37,001 | \$38,210 | \$42,120 | \$48,834 | \$55,143 | \$19,086 | 2.77% | 12.92% | 21.98% |
| | MEXICO - Total | \$37,001 | \$38,210 | \$42,120 | \$48,834 | \$55,143 | \$19,086 | 2.77% | 12.92% | 21.98% |
| MONTENEGRO | PACKAGED | \$9 | \$9 | \$15 | \$14 | \$13 | \$3 | -34.86% | -9.57% | 21.36% |
| | MONTENEGRO - Total | \$9 | \$9 | \$15 | \$14 | \$13 | \$3 | -34.86% | -9.57% | 21.36% |
| NETHERLANDS | DRAFT | \$596 | \$880 | \$1,292 | \$1,565 | \$1,881 | \$506 | 19.24% | 20.25% | 99.78% |
| | PACKAGED | \$16,740 | \$18,642 | \$23,153 | \$27,980 | \$33,912 | \$9,557 | 3.51% | 21.20% | 18.08% |
| | NETHERLANDS - Total | \$17,336 | \$19,522 | \$24,445 | \$29,544 | \$35,794 | \$10,063 | 4.20% | 21.15% | 22.37% |
| NEW ZEALAND | PACKAGED | \$512 | \$472 | \$455 | \$482 | \$385 | \$104 | -25.28% | -20.19% | 4.72% |
| | NEW ZEALAND - Total | \$512 | \$472 | \$455 | \$482 | \$385 | \$104 | -25.28% | -20.19% | 4.72% |
| PHILIPPINES | PACKAGED | \$92 | \$86 | \$95 | \$110 | \$105 | \$32 | 5.31% | -3.83% | 19.34% |
| | PHILIPPINES - Total | \$92 | \$86 | \$95 | \$110 | \$105 | \$32 | 5.31% | -3.83% | 19.34% |
| POLAND | PACKAGED | \$324 | \$270 | \$342 | \$407 | \$536 | \$142 | -1.55% | 31.57% | 4.04% |
| | POLAND - Total | \$324 | \$270 | \$342 | \$407 | \$536 | \$142 | -1.55% | 31.57% | 4.04% |
| PORTUGAL | PACKAGED | \$0 | \$54 | \$93 | \$1 | \$0 | \$0 | -100.00% | -100.00% | 0.00% |
| | PORTUGAL - Total | \$0 | \$54 | \$93 | \$1 | \$0 | \$0 | -100.00% | -100.00% | 0.00% |
| RUSSIA (USSR) | PACKAGED | \$0 | \$0 | \$0 | \$42 | \$216 | \$45 | 7.19% | 408.95% | 1.61% |
| | RUSSIA (USSR) - Total | \$0 | \$0 | \$0 | \$42 | \$216 | \$45 | 7.19% | 408.95% | 1.61% |
| SINGAPORE | PACKAGED | \$190 | \$300 | \$380 | \$319 | \$360 | \$94 | 3.89% | 12.92% | 41.25% |
| | SINGAPORE - Total | \$190 | \$300 | \$380 | \$319 | \$360 | \$94 | 3.89% | 12.92% | 41.25% |
| SLOVAK REPUBLIC | PACKAGED | \$171 | \$199 | \$152 | \$62 | \$0 | \$0 | -100.00% | -99.88% | 0.00% |
| | SLOVAK REPUBLIC - Total | \$171 | \$199 | \$152 | \$62 | \$0 | \$0 | -100.00% | -99.88% | 0.00% |

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|--------------------------------|---|-----------------|-----------------|-----------------|-----------------|-----------------|--------------------|---------------------------|-----------------------------|--------------------------|
| SLOVENIA | PACKAGED | \$0 | \$84 | \$175 | \$170 | \$127 | \$33 | -7.60% | -25.05% | 1.63% |
| | SLOVENIA - Total | \$0 | \$84 | \$175 | \$170 | \$127 | \$33 | -7.60% | -25.05% | 1.63% |
| SOUTH AFRICA | PACKAGED | \$116 | \$112 | \$147 | \$154 | \$128 | \$18 | -36.91% | -16.90% | 6.39% |
| | SOUTH AFRICA - Total | \$116 | \$112 | \$147 | \$154 | \$128 | \$18 | -36.91% | -16.90% | 6.39% |
| SPAIN | PACKAGED | \$18 | \$22 | \$26 | \$57 | \$372 | \$173 | 913.13% | 550.68% | 11.80% |
| | SPAIN - Total | \$18 | \$22 | \$26 | \$57 | \$372 | \$173 | 913.13% | 550.68% | 11.80% |
| TAIWAN | PACKAGED | \$7 | \$2 | \$0 | \$0 | \$0 | \$0 | n/a | n/a | 0.00% |
| | TAIWAN - Total | \$7 | \$2 | \$0 | \$0 | \$0 | \$0 | n/a | n/a | 0.00% |
| THAILAND | PACKAGED | \$204 | \$235 | \$306 | \$504 | \$475 | \$126 | -17.95% | -5.65% | 64.91% |
| | THAILAND - Total | \$204 | \$235 | \$306 | \$504 | \$475 | \$126 | -17.95% | -5.65% | 64.91% |
| TRINIDAD AND TOBAGO | PACKAGED | \$127 | \$94 | \$120 | \$120 | \$118 | \$50 | 13.21% | -1.56% | 15.55% |
| | TRINIDAD AND TOBAGO - Total | \$127 | \$94 | \$120 | \$120 | \$118 | \$50 | 13.21% | -1.56% | 15.55% |
| TURKEY | PACKAGED | \$0 | \$29 | \$117 | \$190 | \$219 | \$56 | 2.12% | 15.17% | 3.01% |
| | TURKEY - Total | \$0 | \$29 | \$117 | \$190 | \$219 | \$56 | 2.12% | 15.17% | 3.01% |
| UKRAINE | PACKAGED | \$0 | \$0 | \$13 | \$40 | \$34 | \$8 | -33.66% | -14.23% | 29.37% |
| | UKRAINE - Total | \$0 | \$0 | \$13 | \$40 | \$34 | \$8 | -33.66% | -14.23% | 29.37% |
| UNITED KINGDOM | DRAFT | \$517 | \$517 | \$488 | \$384 | \$346 | \$95 | 8.20% | -9.93% | 98.33% |
| | PACKAGED | \$2,671 | \$2,786 | \$3,273 | \$3,798 | \$4,157 | \$1,057 | 11.07% | 9.46% | 6.10% |
| | UNITED KINGDOM - Total | \$3,188 | \$3,303 | \$3,761 | \$4,182 | \$4,503 | \$1,152 | 10.83% | 7.68% | 13.18% |
| UNITED STATES OF AMERICA | DRAFT | \$0 | \$0 | \$0 | \$35 | \$42 | \$19 | 34.53% | 19.45% | 72.44% |
| | PACKAGED | \$31,951 | \$29,700 | \$31,936 | \$34,980 | \$41,059 | \$12,575 | 17.65% | 17.38% | 14.37% |
| | UNITED STATES OF AMERICA - Total | \$31,951 | \$29,700 | \$31,936 | \$35,015 | \$41,101 | \$12,594 | 17.68% | 17.38% | 14.43% |
| VIETNAM | PACKAGED | \$10 | \$7 | \$22 | \$39 | \$10 | \$0 | -96.49% | -75.07% | 26.49% |

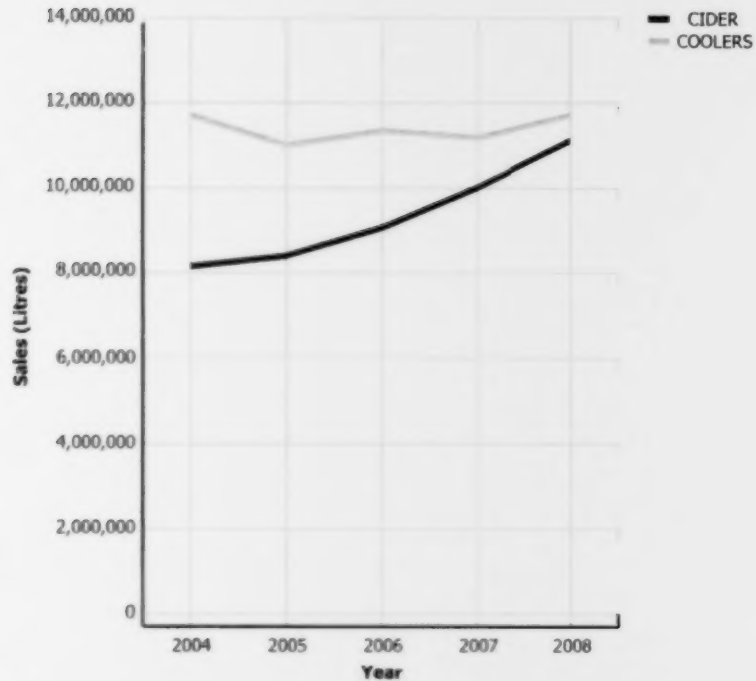
IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|---------|----------------------------|------------------|------------------|------------------|------------------|------------------|--------------------|---------------------------|-----------------------------|--------------------------|
| VIETNAM | VIETNAM - Total | \$10 | \$7 | \$22 | \$39 | \$10 | \$0 | -96.49% | -75.07% | 26.49% |
| | IMPORT DRAFT - TOTAL | \$8,309 | \$9,651 | \$11,204 | \$13,012 | \$14,365 | \$3,647 | 6.54% | 10.40% | 99.30% |
| | IMPORT PACKAGED - TOTAL | \$125,906 | \$132,996 | \$153,922 | \$175,724 | \$200,829 | \$61,337 | 7.64% | 14.29% | 17.70% |
| | IMPORT BEER - TOTAL | \$134,215 | \$142,647 | \$165,126 | \$188,736 | \$215,194 | \$64,984 | 7.58% | 14.02% | 23.15% |

Cooler and Cider Sales

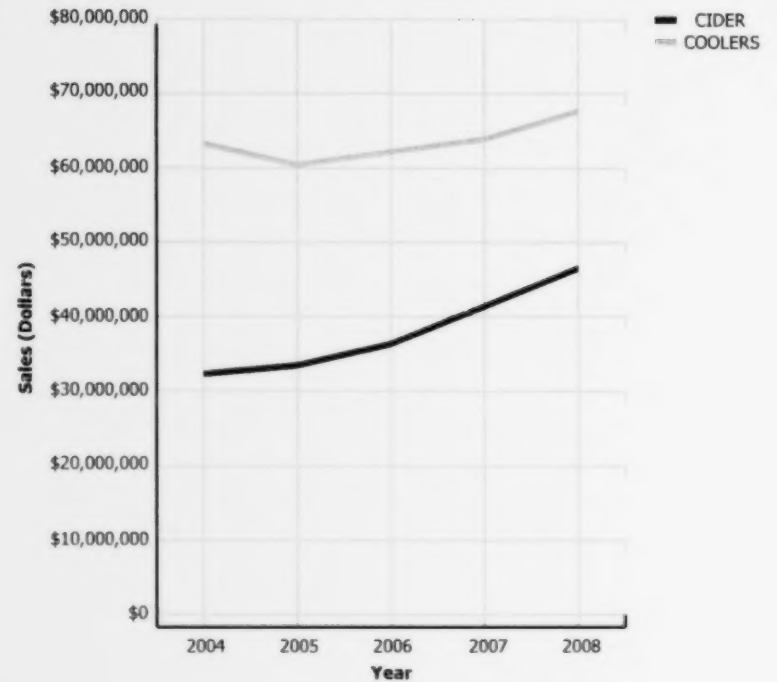
Coolers and Ciders (Domestic & Imported)

Annual Sales by Volume (Litres)



Coolers and Ciders (Domestic & Imported)

Annual Sales by Retail Dollars



CIDER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|----------------------|-------------------------|------------------|------------------|------------------|-------------------|-------------------|--------------------|---------------------------|-----------------------------|--------------------------|
| DOMESTIC | DRAFT | 40,204 | 36,314 | 42,225 | 33,009 | 38,351 | 14,456 | 41.87% | 16.19% | 90.43% |
| | PACKAGED | 7,920,436 | 8,100,277 | 8,556,856 | 9,137,195 | 9,622,990 | 3,214,850 | 0.77% | 5.32% | 8.46% |
| | DOMESTIC - TOTAL | 7,960,640 | 8,136,591 | 8,599,081 | 9,170,204 | 9,661,342 | 3,229,306 | 0.90% | 5.36% | 8.78% |
| IMPORT | DRAFT | 116,800 | 141,300 | 213,500 | 345,300 | 414,250 | 116,700 | -0.81% | 19.97% | 99.78% |
| | PACKAGED | 144,931 | 194,003 | 317,797 | 570,854 | 1,117,057 | 437,712 | 75.56% | 95.68% | 11.66% |
| | IMPORT - TOTAL | 261,731 | 335,303 | 531,297 | 916,154 | 1,531,307 | 554,412 | 51.08% | 67.15% | 35.50% |
| CIDER - TOTAL | | 8,222,371 | 8,471,895 | 9,130,378 | 10,086,358 | 11,192,649 | 3,783,718 | 6.06% | 10.97% | 12.44% |

CIDER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|----------------------|-------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|--------------------|---------------------------|-----------------------------|--------------------------|
| DOMESTIC | DRAFT | \$149 | \$136 | \$168 | \$115 | \$142 | \$55 | 54.23% | 23.38% | 90.17% |
| | PACKAGED | \$31,219 | \$31,955 | \$33,880 | \$36,886 | \$39,073 | \$12,779 | -1.43% | 5.93% | 8.43% |
| | DOMESTIC - TOTAL | \$31,368 | \$32,092 | \$34,048 | \$37,001 | \$39,215 | \$12,834 | -1.28% | 5.98% | 8.72% |
| IMPORT | DRAFT | \$497 | \$606 | \$916 | \$1,529 | \$1,848 | \$521 | -0.81% | 20.85% | 99.78% |
| | PACKAGED | \$836 | \$1,142 | \$1,741 | \$3,192 | \$5,794 | \$2,208 | 57.45% | 81.50% | 13.36% |
| | IMPORT - TOTAL | \$1,333 | \$1,748 | \$2,657 | \$4,722 | \$7,642 | \$2,728 | 41.58% | 61.86% | 34.26% |
| CIDER - TOTAL | | \$32,701 | \$33,840 | \$36,705 | \$41,722 | \$46,857 | \$15,562 | 4.25% | 12.31% | 12.89% |

COOLER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|-------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|---------------------------|-----------------------------|--------------------------|
| DOMESTIC BEER | 7,530 | 735 | 5,034 | 10,878 | 2,094 | 489 | -71.83% | -80.75% | 0.86% |
| SPIRIT | 9,378,176 | 9,070,142 | 9,396,669 | 8,860,123 | 8,705,313 | 3,007,224 | -4.96% | -1.75% | 13.77% |
| WINE | 1,222,849 | 997,970 | 955,274 | 895,211 | 913,334 | 269,523 | -9.16% | 2.02% | 6.72% |
| DOMESTIC - TOTAL | 10,608,556 | 10,068,847 | 10,356,978 | 9,766,212 | 9,620,741 | 3,277,237 | -5.35% | -1.49% | 13.10% |
| IMPORT BEER | 12,173 | 6,007 | 5,575 | 6,579 | 1,491 | 350 | -81.17% | -77.34% | 0.00% |
| SPIRIT | 910,467 | 772,500 | 798,905 | 1,259,139 | 1,901,818 | 708,140 | 25.81% | 51.04% | 2.46% |
| WINE | 397,985 | 385,279 | 407,477 | 374,163 | 412,272 | 135,713 | 10.16% | 10.19% | 4.23% |
| IMPORT - TOTAL | 1,320,625 | 1,163,786 | 1,211,957 | 1,639,882 | 2,315,581 | 844,202 | 22.72% | 41.20% | 2.77% |
| COOLERS - TOTAL | 11,929,181 | 11,232,633 | 11,568,935 | 11,406,094 | 11,936,321 | 4,121,439 | -0.70% | 4.65% | 11.10% |

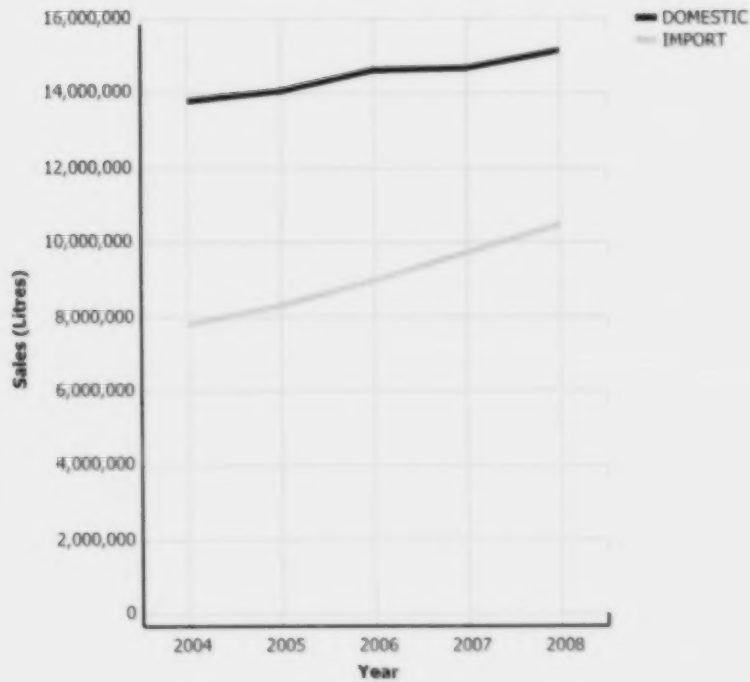
COOLER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|------------------------|-------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|--------------------|---------------------------|-----------------------------|--------------------------|
| DOMESTIC | BEER | \$39 | \$3 | \$42 | \$91 | \$18 | \$4 | -70.70% | -80.41% | 0.84% |
| | SPIRIT | \$50,157 | \$49,095 | \$51,223 | \$50,224 | \$49,934 | \$17,480 | -3.38% | -0.58% | 14.18% |
| | WINE | \$4,948 | \$3,988 | \$3,731 | \$3,574 | \$3,665 | \$1,092 | -7.45% | 2.53% | 7.50% |
| | DOMESTIC - TOTAL | \$55,145 | \$53,087 | \$54,997 | \$53,889 | \$53,617 | \$18,576 | -3.68% | -0.51% | 13.72% |
| IMPORT | BEER | \$63 | \$26 | \$26 | \$32 | \$7 | \$2 | -81.83% | -78.98% | 0.00% |
| | SPIRIT | \$6,624 | \$5,987 | \$5,743 | \$8,588 | \$12,406 | \$4,547 | 23.60% | 44.46% | 2.29% |
| | WINE | \$2,647 | \$2,567 | \$2,665 | \$2,604 | \$2,831 | \$889 | 9.08% | 8.73% | 3.86% |
| | IMPORT - TOTAL | \$9,334 | \$8,581 | \$8,435 | \$11,224 | \$15,244 | \$5,438 | 20.77% | 35.82% | 2.58% |
| COOLERS - TOTAL | | \$64,479 | \$61,667 | \$63,431 | \$65,113 | \$68,861 | \$24,014 | 0.95% | 5.76% | 11.26% |

Spirit Sales

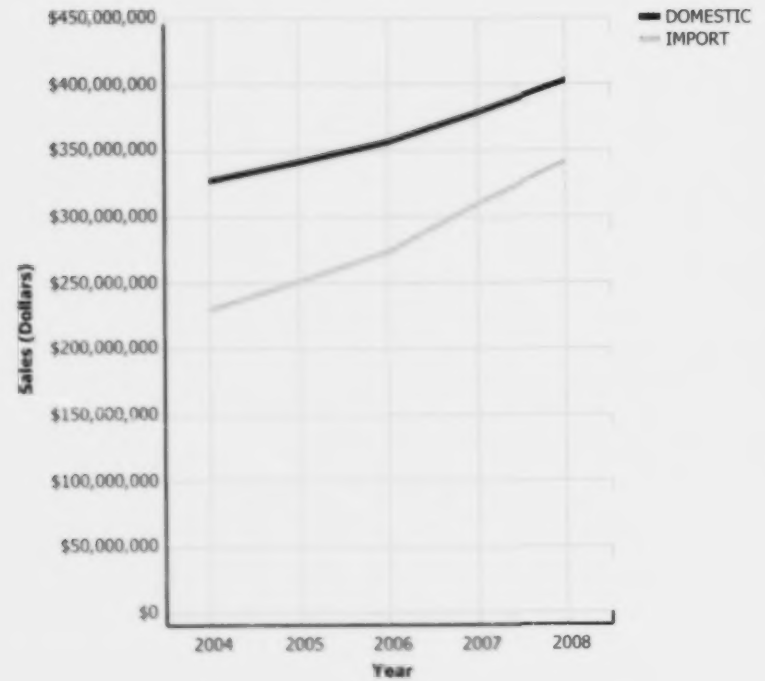
Spirit Market

Annual Sales by Volume (Litres)



Spirit Market

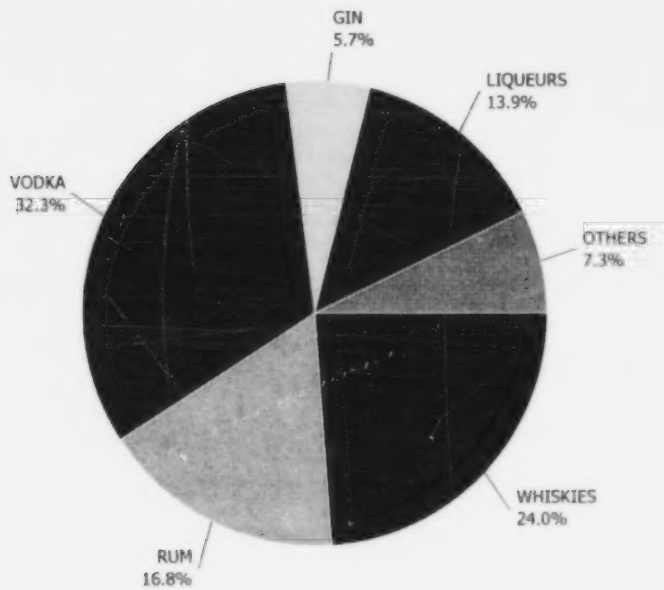
Annual Sales by Retail Dollars



Spirit Market

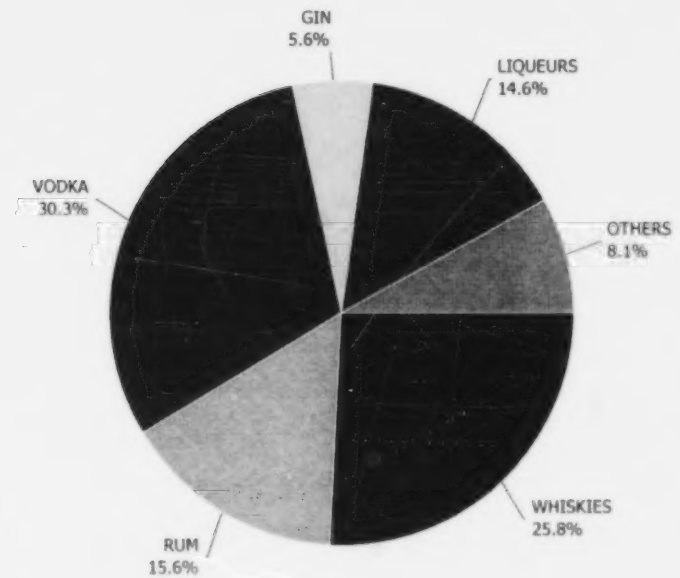
Spirit Market Share

Current Quarter by Volume (Litres)



Spirit Market Share

Current Quarter by Retail Dollars



SPIRITS MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|----------------------|----------|----------|------------------|------------------|------------------|------------------|------------------|--------------------|---------------------------|-----------------------------|--------------------------|
| ARMAGNAC | | | 1,138 | 1,187 | 1,186 | 1,388 | 1,113 | 309 | -4.08% | -19.78% | 21.90% |
| ASIAN SPIRITS | | | 86,473 | 97,549 | 107,808 | 130,681 | 138,147 | 34,855 | 1.84% | 5.71% | 50.57% |
| BRANDY | DOMESTIC | | 123,914 | 121,052 | 111,982 | 99,022 | 95,949 | 20,767 | -7.01% | -3.10% | 8.09% |
| | IMPORT | | 426,910 | 427,215 | 438,889 | 445,080 | 442,670 | 93,182 | -4.74% | -0.54% | 4.01% |
| BRANDY | | | 550,825 | 548,267 | 550,871 | 544,102 | 538,619 | 113,949 | -5.16% | -1.01% | 4.74% |
| CACHACA | | | 104 | 2,169 | 2,729 | 3,538 | 4,642 | 1,473 | 18.99% | 31.19% | 41.74% |
| COGNAC | | | 41,688 | 41,182 | 42,503 | 45,540 | 45,343 | 9,775 | -4.52% | -0.43% | 21.94% |
| EAUX DE VIE | DOMESTIC | | 0 | 147 | 1,090 | 685 | 1,126 | 224 | -39.00% | 64.31% | 16.32% |
| | IMPORT | | 10,352 | 10,466 | 10,138 | 10,836 | 12,991 | 2,722 | 9.41% | 19.90% | 8.81% |
| EAUX DE VIE | | | 10,352 | 10,613 | 11,228 | 11,521 | 14,117 | 2,945 | 3.19% | 22.54% | 9.41% |
| GIN | DOMESTIC | | 412,049 | 402,571 | 415,608 | 396,519 | 380,575 | 109,948 | -10.73% | -4.02% | 17.79% |
| | IMPORT | | 730,646 | 767,409 | 795,556 | 823,268 | 874,603 | 268,439 | 1.71% | 6.24% | 16.32% |
| GIN | | | 1,142,696 | 1,169,980 | 1,211,164 | 1,219,788 | 1,255,177 | 378,387 | -2.25% | 2.90% | 16.76% |
| RUM | AMBER | DOMESTIC | 807,745 | 871,835 | 958,995 | 1,050,703 | 1,123,595 | 269,803 | 2.44% | 6.94% | 5.12% |
| | | IMPORT | 373,651 | 424,762 | 471,220 | 528,038 | 585,354 | 135,627 | -1.61% | 10.85% | 6.25% |
| AMBER | | | 1,181,396 | 1,296,597 | 1,430,215 | 1,578,742 | 1,708,949 | 405,431 | 1.05% | 8.25% | 5.50% |
| DARK | DOMESTIC | | 568,749 | 552,975 | 551,020 | 532,138 | 509,543 | 110,567 | -6.04% | -4.25% | 9.79% |
| | IMPORT | | 202,693 | 194,812 | 195,425 | 206,634 | 212,886 | 49,345 | -1.36% | 3.03% | 5.99% |
| DARK | | | 771,442 | 747,787 | 746,444 | 738,772 | 722,429 | 159,912 | -4.64% | -2.21% | 8.67% |
| WHITE | DOMESTIC | | 1,920,461 | 1,912,258 | 1,951,197 | 1,879,421 | 1,918,547 | 505,483 | -2.46% | 2.08% | 13.75% |
| | IMPORT | | 123,807 | 140,741 | 139,164 | 129,310 | 123,988 | 36,941 | -3.72% | -4.12% | 9.42% |
| WHITE | | | 2,044,268 | 2,052,999 | 2,090,362 | 2,008,731 | 2,042,535 | 542,423 | -2.55% | 1.68% | 13.49% |
| RUM | DOMESTIC | | 3,296,955 | 3,337,068 | 3,461,212 | 3,462,263 | 3,551,685 | 885,853 | -1.50% | 2.58% | 10.45% |
| | IMPORT | | 700,151 | 760,315 | 805,809 | 863,982 | 922,228 | 221,913 | -1.91% | 6.74% | 6.61% |
| RUM | | | 3,997,106 | 4,097,383 | 4,267,021 | 4,326,245 | 4,473,913 | 1,107,766 | -1.58% | 3.41% | 9.66% |
| TEQUILA | IMPORT | | 275,606 | 322,125 | 388,584 | 438,877 | 497,463 | 158,972 | 11.38% | 13.35% | 41.52% |
| TEQUILA | | | 275,606 | 322,125 | 388,584 | 438,877 | 497,463 | 158,972 | 11.38% | 13.35% | 41.52% |
| VODKA | DOMESTIC | | 4,508,460 | 4,635,074 | 4,947,439 | 5,067,748 | 5,405,520 | 1,404,126 | -0.62% | 6.67% | 14.17% |

SPIRITS MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|----------------------------|-----------------------------|------------------|------------------|------------------|------------------|------------------|--------------------|---------------------------|-----------------------------|--------------------------|
| VODKA | IMPORT | 1,452,367 | 1,649,208 | 1,881,412 | 2,177,629 | 2,518,139 | 725,520 | 12.41% | 15.64% | 18.92% |
| VODKA | | 5,960,827 | 6,284,282 | 6,828,851 | 7,245,377 | 7,923,659 | 2,129,646 | 3.47% | 9.36% | 15.68% |
| WHISKY | AMERICAN WHISKY | 201,129 | 231,714 | 258,889 | 282,731 | 309,126 | 80,258 | 4.81% | 9.34% | 28.22% |
| | CANADIAN WHISKY | 4,683,333 | 4,713,131 | 4,783,622 | 4,742,111 | 4,752,558 | 1,135,667 | -5.33% | 0.22% | 8.35% |
| | IRISH WHISKY | 62,494 | 68,051 | 74,265 | 84,205 | 97,518 | 22,015 | 17.32% | 15.81% | 16.85% |
| | JAPANESE WHISKY | 0 | 0 | 0 | 0 | 176 | 1 | n/a | n/a | 0.00% |
| | SCOTCH - BLEND | 1,189,369 | 1,193,907 | 1,191,441 | 1,188,737 | 1,169,619 | 271,457 | -7.45% | -1.61% | 3.69% |
| | SCOTCH - MALT | 253,097 | 268,532 | 285,809 | 311,298 | 327,490 | 73,404 | 0.25% | 5.20% | 9.22% |
| | OTHER WHISKY | 0 | 0 | 1 | 485 | 643 | 90 | -23.40% | 32.48% | 3.80% |
| WHISKY | | 6,389,423 | 6,475,335 | 6,594,032 | 6,609,596 | 6,657,138 | 1,582,891 | -4.74% | 0.72% | 8.62% |
| OTHER SPIRITS | MISC. | 383 | 506 | 168 | 23 | 11 | 0 | -100.00% | -53.76% | 0.00% |
| | RESTRICTED | 2,264 | 1,711 | 1,562 | 1,276 | 1,208 | 375 | 4.75% | -5.33% | 0.00% |
| | APERITIF | 13,041 | 11,088 | 11,244 | 11,366 | 11,692 | 3,643 | 1.75% | 2.88% | 18.65% |
| | FLAVOURED | 13,236 | 10,808 | 2,958 | 1,186 | 2,107 | 844 | 263.09% | 77.55% | 5.01% |
| | READY TO MIX COCKTAILS | 185,769 | 188,164 | 186,931 | 178,553 | 175,926 | 55,093 | 0.56% | -1.47% | 60.42% |
| | READY TO SERVE COCKTAILS | 105,465 | 112,035 | 155,205 | 109,808 | 212,379 | 92,446 | 156.28% | 93.41% | 1.14% |
| | SCHNAPPS | 13,394 | 12,739 | 13,434 | 8,058 | 11,991 | 2,063 | -23.40% | 48.81% | 6.09% |
| OTHER SPIRITS | | 333,552 | 337,051 | 371,503 | 310,270 | 415,315 | 154,465 | 58.06% | 33.86% | 26.90% |
| SPIRIT - GIFT PACKS | DOMESTIC | 29,460 | 24,521 | 34,935 | 18,962 | 16,836 | -31 | -171.11% | -11.21% | 0.74% |
| | IMPORT | 39,193 | 48,644 | 47,973 | 49,105 | 46,135 | 1,878 | -8.98% | -6.05% | 0.52% |
| SPIRIT - GIFT PACKS | | 68,653 | 73,165 | 82,908 | 68,067 | 62,971 | 1,847 | -12.33% | -7.49% | 0.58% |

SPIRITS MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|----------------------|----------|-----------------|-----------------|------------------|------------------|------------------|--------------------|---------------------------|-----------------------------|--------------------------|
| ARMAGNAC | | \$116 | \$133 | \$136 | \$156 | \$128 | \$44 | 16.73% | -17.74% | 21.95% |
| ASIAN SPIRITS | | \$2,060 | \$2,416 | \$2,682 | \$3,228 | \$3,520 | \$872 | 2.82% | 9.06% | 47.66% |
| BRANDY | DOMESTIC | \$2,801 | \$2,799 | \$2,605 | \$2,425 | \$2,425 | \$534 | -2.88% | 0.04% | 8.23% |
| | IMPORT | \$10,350 | \$10,660 | \$11,049 | \$11,533 | \$11,668 | \$2,476 | -2.39% | 1.16% | 4.43% |
| BRANDY | | \$13,151 | \$13,459 | \$13,654 | \$13,958 | \$14,093 | \$3,010 | -2.48% | 0.97% | 5.09% |
| CACHACA | | \$4 | \$77 | \$96 | \$127 | \$176 | \$56 | 25.17% | 38.30% | 40.42% |
| COGNAC | | \$3,981 | \$4,001 | \$4,063 | \$4,348 | \$4,370 | \$982 | -4.11% | 0.50% | 21.78% |
| EAUX DE VIE | DOMESTIC | \$0 | \$14 | \$104 | \$61 | \$101 | \$22 | -32.71% | 67.57% | 17.36% |
| | IMPORT | \$404 | \$460 | \$464 | \$508 | \$606 | \$124 | 4.41% | 19.21% | 10.98% |
| EAUX DE VIE | | \$404 | \$474 | \$569 | \$569 | \$707 | \$146 | -3.61% | 24.35% | 11.89% |
| GIN | DOMESTIC | \$9,928 | \$9,765 | \$9,912 | \$10,119 | \$9,971 | \$2,936 | -6.50% | -1.46% | 17.41% |
| | IMPORT | \$19,439 | \$20,631 | \$21,615 | \$23,328 | \$25,510 | \$7,906 | 4.86% | 9.35% | 16.05% |
| GIN | | \$29,367 | \$30,396 | \$31,527 | \$33,447 | \$35,481 | \$10,842 | 1.52% | 6.08% | 16.43% |
| RUM AMBER | DOMESTIC | \$19,071 | \$21,185 | \$23,657 | \$27,909 | \$31,337 | \$7,724 | 8.97% | 12.28% | 5.29% |
| | IMPORT | \$9,777 | \$11,189 | \$12,603 | \$14,649 | \$16,826 | \$4,036 | 3.77% | 14.86% | 6.56% |
| AMBER | | \$28,847 | \$32,374 | \$36,259 | \$42,558 | \$48,164 | \$11,759 | 7.13% | 13.17% | 5.73% |
| DARK | DOMESTIC | \$12,991 | \$12,918 | \$12,904 | \$13,165 | \$12,934 | \$2,857 | -1.74% | -1.76% | 9.74% |
| | IMPORT | \$4,945 | \$4,965 | \$5,008 | \$5,593 | \$5,917 | \$1,393 | 2.15% | 5.79% | 6.19% |
| DARK | | \$17,935 | \$17,882 | \$17,912 | \$18,758 | \$18,851 | \$4,250 | -0.50% | 0.49% | 8.62% |
| WHITE | DOMESTIC | \$44,470 | \$45,439 | \$46,392 | \$47,057 | \$49,212 | \$13,107 | 1.30% | 4.58% | 13.62% |
| | IMPORT | \$3,071 | \$3,554 | \$3,496 | \$3,470 | \$3,428 | \$1,027 | -0.61% | -1.23% | 9.75% |
| WHITE | | \$47,541 | \$48,992 | \$49,888 | \$50,528 | \$52,640 | \$14,134 | 1.16% | 4.18% | 13.37% |
| RUM | DOMESTIC | \$76,531 | \$79,542 | \$82,953 | \$88,132 | \$93,483 | \$23,688 | 3.28% | 6.07% | 10.29% |
| | IMPORT | \$17,792 | \$19,707 | \$21,107 | \$23,712 | \$26,171 | \$6,455 | 2.70% | 10.37% | 6.90% |
| RUM | | \$94,323 | \$99,249 | \$104,060 | \$111,844 | \$119,654 | \$30,143 | 3.16% | 6.98% | 9.55% |
| TEQUILA | IMPORT | \$10,949 | \$12,694 | \$15,468 | \$18,423 | \$21,830 | \$7,017 | 17.49% | 18.49% | 40.24% |
| TEQUILA | | \$10,949 | \$12,694 | \$15,468 | \$18,423 | \$21,830 | \$7,017 | 17.49% | 18.49% | 40.24% |
| VODKA | DOMESTIC | \$103,403 | \$109,447 | \$117,226 | \$127,599 | \$139,158 | \$36,690 | 3.09% | 9.06% | 14.01% |

SPIRITS MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|----------------------------|-----------------------------|------------------|------------------|------------------|------------------|------------------|--------------------|---------------------------|-----------------------------|--------------------------|
| VODKA | IMPORT | \$37,093 | \$43,407 | \$50,620 | \$62,661 | \$75,608 | \$22,034 | 17.36% | 20.66% | 20.45% |
| VODKA | | \$140,497 | \$152,854 | \$167,846 | \$190,261 | \$214,765 | \$58,724 | 8.02% | 12.88% | 16.28% |
| WHISKY | AMERICAN WHISKY | \$6,302 | \$7,281 | \$8,166 | \$9,391 | \$10,504 | \$2,745 | 7.10% | 11.85% | 27.70% |
| | CANADIAN WHISKY | \$116,127 | \$119,342 | \$121,825 | \$127,463 | \$132,626 | \$32,402 | -0.44% | 4.05% | 8.36% |
| | IRISH WHISKY | \$2,178 | \$2,396 | \$2,651 | \$3,109 | \$3,685 | \$833 | 18.13% | 18.50% | 16.07% |
| | JAPANESE WHISKY | \$0 | \$0 | \$0 | \$0 | \$24 | \$0 | n/a | n/a | 0.00% |
| | SCOTCH - BLEND | \$35,080 | \$35,964 | \$35,741 | \$37,365 | \$38,181 | \$9,237 | -0.90% | 2.18% | 4.44% |
| | SCOTCH - MALT | \$14,522 | \$15,871 | \$17,295 | \$19,509 | \$21,624 | \$4,852 | 4.63% | 10.84% | 10.05% |
| | OTHER WHISKY | \$0 | \$0 | \$0 | \$51 | \$68 | \$10 | -18.40% | 33.64% | 4.43% |
| WHISKY | | \$174,208 | \$180,854 | \$185,678 | \$196,889 | \$206,712 | \$50,079 | 0.59% | 4.98% | 8.93% |
| OTHER SPIRITS | MISC. | \$6 | \$8 | \$3 | \$0 | \$0 | \$0 | -100.00% | -53.76% | 0.00% |
| | RESTRICTED | \$69 | \$63 | \$63 | \$55 | \$54 | \$17 | 9.62% | -2.65% | 0.00% |
| | APERITIF | \$406 | \$341 | \$346 | \$352 | \$365 | \$114 | 3.07% | 3.73% | 18.63% |
| | FLAVOURED | \$439 | \$305 | \$105 | \$41 | \$70 | \$28 | 266.93% | 67.72% | 5.22% |
| | READY TO MIX COCKTAILS | \$4,157 | \$4,115 | \$4,151 | \$4,118 | \$4,057 | \$1,269 | 0.44% | -1.47% | 59.86% |
| | READY TO SERVE COCKTAILS | \$1,425 | \$1,685 | \$2,346 | \$1,723 | \$4,360 | \$1,934 | 230.39% | 152.96% | 1.00% |
| | SCHNAPPS | \$388 | \$380 | \$403 | \$245 | \$393 | \$73 | -13.50% | 60.29% | 6.01% |
| OTHER SPIRITS | | \$6,891 | \$6,896 | \$7,416 | \$6,535 | \$9,299 | \$3,434 | 66.21% | 42.28% | 27.61% |
| SPIRIT - GIFT PACKS | DOMESTIC | \$1,123 | \$1,138 | \$1,443 | \$778 | \$701 | (\$1) | -196.88% | -9.88% | 0.66% |
| | IMPORT | \$1,529 | \$1,959 | \$2,226 | \$2,198 | \$1,887 | \$80 | -19.05% | -14.15% | 0.55% |
| SPIRIT - GIFT PACKS | | \$2,652 | \$3,097 | \$3,669 | \$2,975 | \$2,588 | \$79 | -21.21% | -13.04% | 0.58% |

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|------------------------------|---|----------------|----------------|----------------|----------------|----------------|--------------------|---------------------------|-----------------------------|--------------------------|
| ALMOND | DOMESTIC | 23,245 | 22,613 | 25,169 | 24,442 | 25,459 | 5,591 | -9.59% | 4.16% | 19.81% |
| | IMPORT | 90,730 | 93,644 | 107,503 | 114,882 | 117,950 | 24,463 | -2.08% | 2.67% | 17.13% |
| | ALMOND - TOTAL | 113,976 | 116,257 | 132,672 | 139,324 | 143,410 | 30,055 | -3.57% | 2.93% | 26.48% |
| ANISE / LICORICE | DOMESTIC | 16,344 | 15,269 | 11,770 | 6,052 | 5,026 | 817 | -42.29% | -16.95% | 66.48% |
| | IMPORT | 156,008 | 153,013 | 155,094 | 166,680 | 165,139 | 39,585 | -2.82% | -0.92% | 21.66% |
| | ANISE / LICORICE - TOTAL | 172,352 | 168,283 | 166,864 | 172,732 | 170,165 | 40,402 | -4.15% | -1.49% | 22.99% |
| APPLE | IMPORT | 51,722 | 59,274 | 58,590 | 59,982 | 60,719 | 14,302 | -4.49% | 1.23% | 48.93% |
| | APPLE - TOTAL | 51,722 | 59,274 | 58,590 | 59,982 | 60,719 | 14,302 | -4.49% | 1.23% | 48.93% |
| APRICOT | DOMESTIC | 12,637 | 13,007 | 13,920 | 11,631 | 9,371 | 1,952 | -9.84% | -19.43% | 2.12% |
| | IMPORT | 21,637 | 21,211 | 17,370 | 19,077 | 20,203 | 4,345 | -4.46% | 5.91% | 12.24% |
| | APRICOT - TOTAL | 34,274 | 34,219 | 31,290 | 30,708 | 29,575 | 6,297 | -6.20% | -3.69% | 9.03% |
| BANANA | DOMESTIC | 3,482 | 4,714 | 5,663 | 15,628 | 19,318 | 6,045 | -37.71% | 23.61% | 23.04% |
| | IMPORT | 22,273 | 24,071 | 26,774 | 30,120 | 34,324 | 8,574 | 2.71% | 13.96% | 65.69% |
| | BANANA - TOTAL | 25,755 | 28,785 | 32,436 | 45,748 | 53,642 | 14,620 | -19.02% | 17.26% | 50.33% |
| BERRY - OTHER | DOMESTIC | 180 | 49 | 4 | 13 | 14 | 15 | n/a | 7.65% | 0.00% |
| | IMPORT | 1,209 | 731 | 0 | 1,093 | 1,640 | 653 | 63.56% | 50.05% | 22.79% |
| | BERRY - OTHER - TOTAL | 1,389 | 780 | 4 | 1,106 | 1,654 | 667 | 67.22% | 49.54% | 22.59% |
| BLACK CURRANT / CASSIS | DOMESTIC | 0 | 0 | 0 | 0 | 1 | 1 | n/a | n/a | 0.00% |
| | IMPORT | 8,101 | 8,316 | 8,512 | 9,217 | 9,275 | 2,316 | -0.13% | 0.62% | 41.64% |
| | BLACK CURRANT / CASSIS - TOTAL | 8,101 | 8,316 | 8,512 | 9,217 | 9,276 | 2,317 | -0.10% | 0.63% | 41.64% |
| BLACKBERRY | DOMESTIC | 1,983 | 1,080 | 37 | 0 | 12 | 11 | n/a | n/a | 0.00% |
| | IMPORT | 1,501 | 1,600 | 2,561 | 2,991 | 3,350 | 778 | -0.77% | 12.01% | 39.73% |
| | BLACKBERRY - TOTAL | 3,484 | 2,680 | 2,597 | 2,991 | 3,362 | 789 | 0.67% | 12.42% | 39.59% |

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|-----------------------------|---|----------------|----------------|----------------|----------------|----------------|--------------------|---------------------------|-----------------------------|--------------------------|
| BUTTERSCOTCH | DOMESTIC | 228 | 442 | 598 | 464 | 383 | 129 | 17.71% | -17.44% | 89.88% |
| | IMPORT | 39,917 | 46,071 | 48,605 | 50,435 | 53,831 | 13,021 | 3.69% | 6.73% | 37.23% |
| | BUTTERSCOTCH - TOTAL | 40,145 | 46,513 | 49,203 | 50,899 | 54,214 | 13,150 | 3.81% | 6.51% | 37.61% |
| CACAO / CHOCOLATE | DOMESTIC | 4,701 | 4,192 | 4,585 | 6,243 | 7,139 | 1,330 | -20.13% | 14.36% | 29.05% |
| | IMPORT | 7,446 | 8,814 | 6,762 | 4,670 | 1,569 | 11 | -97.65% | -66.41% | 7.65% |
| | CACAO / CHOCOLATE - TOTAL | 12,148 | 13,006 | 11,346 | 10,914 | 8,708 | 1,342 | -37.45% | -20.21% | 25.19% |
| CACAO / WHITE | DOMESTIC | 19,429 | 19,181 | 19,545 | 28,215 | 31,831 | 6,706 | -9.08% | 12.81% | 59.96% |
| | IMPORT | 15,008 | 17,801 | 15,724 | 6,432 | 4,830 | 788 | -30.69% | -24.90% | 12.15% |
| | CACAO / WHITE - TOTAL | 34,436 | 36,982 | 35,270 | 34,647 | 36,661 | 7,493 | -11.97% | 5.81% | 53.67% |
| CHERRY | DOMESTIC | 0 | 0 | 635 | 2,480 | 2,348 | 316 | -59.38% | -5.32% | 2.04% |
| | IMPORT | 10,861 | 10,471 | 10,434 | 10,186 | 9,887 | 2,274 | -9.76% | -2.93% | 22.91% |
| | CHERRY - TOTAL | 10,861 | 10,471 | 11,069 | 12,665 | 12,235 | 2,590 | -21.46% | -3.40% | 18.91% |
| CITRUS OTHER THAN ORANGE | IMPORT | 0 | 2,443 | 1,155 | 983 | 724 | 57 | -78.20% | -26.35% | 0.00% |
| | CITRUS OTHER THAN ORANGE - TOTAL | 0 | 2,443 | 1,155 | 983 | 724 | 57 | -78.20% | -26.35% | 0.00% |
| COCONUT | DOMESTIC | 145,861 | 143,215 | 147,689 | 147,258 | 148,852 | 48,362 | -4.37% | 1.08% | 19.36% |
| | IMPORT | 21,048 | 19,743 | 18,584 | 17,817 | 19,271 | 6,261 | 5.93% | 8.16% | 16.34% |
| | COCONUT - TOTAL | 166,909 | 162,958 | 166,273 | 165,076 | 168,123 | 54,622 | -3.29% | 1.85% | 19.02% |
| COFFEE | DOMESTIC | 18,506 | 18,967 | 18,590 | 15,596 | 13,237 | 3,112 | -15.55% | -15.12% | 19.39% |
| | IMPORT | 382,004 | 381,043 | 381,824 | 387,287 | 374,033 | 82,387 | -6.46% | -3.42% | 16.63% |
| | COFFEE - TOTAL | 400,510 | 400,010 | 400,414 | 402,883 | 387,270 | 85,499 | -6.82% | -3.88% | 16.72% |
| CRANBERRY | DOMESTIC | 0 | 0 | 0 | 0 | 8 | 8 | n/a | n/a | 0.00% |
| | CRANBERRY - TOTAL | 0 | 0 | 0 | 0 | 8 | 8 | n/a | n/a | 0.00% |
| CREAM | DOMESTIC | 10,860 | 9,085 | 6,929 | 3,957 | 2,441 | 440 | -48.65% | -38.31% | 52.64% |

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|---------------|----------------------------------|----------------|----------------|----------------|------------------|------------------|--------------------|---------------------------|-----------------------------|--------------------------|
| CREAM | IMPORT | 904,609 | 903,985 | 963,049 | 1,102,084 | 1,114,263 | 241,104 | -1.22% | 1.11% | 7.54% |
| | CREAM - TOTAL | 915,469 | 913,069 | 969,978 | 1,106,041 | 1,116,705 | 241,543 | -1.39% | 0.96% | 7.64% |
| EGG | IMPORT | 6,344 | 5,824 | 6,072 | 4,937 | 5,482 | 1,028 | 16.28% | 11.04% | 4.06% |
| | EGG - TOTAL | 6,344 | 5,824 | 6,072 | 4,937 | 5,482 | 1,028 | 16.28% | 11.04% | 4.06% |
| FRUIT - OTHER | DOMESTIC | 13,496 | 38,627 | 41,853 | 37,689 | 38,222 | 11,940 | -8.80% | 1.41% | 11.76% |
| | IMPORT | 80,416 | 112,624 | 120,800 | 125,589 | 116,146 | 27,742 | -16.95% | -7.52% | 41.21% |
| | FRUIT - OTHER - TOTAL | 93,912 | 151,251 | 162,653 | 163,278 | 154,368 | 39,682 | -14.66% | -5.46% | 33.92% |
| GRAPE | DOMESTIC | 194 | 111 | 52 | 20 | 45 | 0 | n/a | 130.77% | 0.00% |
| | IMPORT | 0 | 0 | 0 | 0 | 8,014 | 3,127 | n/a | n/a | 17.45% |
| | GRAPE - TOTAL | 194 | 111 | 52 | 20 | 8,059 | 3,127 | n/a | 41,226.92% | 17.57% |
| GRAPE FRUIT | IMPORT | 472 | 311 | 56 | 85 | 1,469 | 346 | 308.26% | 1,633.88% | 21.78% |
| | GRAPE FRUIT - TOTAL | 472 | 311 | 56 | 85 | 1,469 | 346 | 308.26% | 1,633.88% | 21.78% |
| HAZELNUT | IMPORT | 25,670 | 24,206 | 24,631 | 26,432 | 25,467 | 4,793 | -11.37% | -3.65% | 34.77% |
| | HAZELNUT - TOTAL | 25,670 | 24,206 | 24,631 | 26,432 | 25,467 | 4,793 | -11.37% | -3.65% | 34.77% |
| HERBAL | DOMESTIC | 0 | 0 | 0 | 0 | 1,476 | 479 | n/a | n/a | 4.34% |
| | IMPORT | 129,041 | 166,566 | 240,496 | 328,981 | 393,537 | 94,867 | 2.63% | 19.62% | 53.48% |
| | HERBAL - TOTAL | 129,041 | 166,566 | 240,496 | 328,981 | 395,012 | 95,346 | 3.15% | 20.07% | 53.30% |
| LEMON | IMPORT | 7,253 | 9,035 | 10,900 | 16,060 | 20,049 | 5,842 | 6.99% | 24.84% | 19.15% |
| | LEMON - TOTAL | 7,253 | 9,035 | 10,900 | 16,060 | 20,049 | 5,842 | 6.99% | 24.84% | 19.15% |
| LOGANBERRY | IMPORT | 359 | 192 | 252 | 199 | 227 | 84 | 35.48% | 14.07% | 0.00% |
| | LOGANBERRY - TOTAL | 359 | 192 | 252 | 199 | 227 | 84 | 35.48% | 14.07% | 0.00% |
| MELON | DOMESTIC | 15,084 | 14,467 | 12,850 | 12,913 | 12,159 | 2,839 | -16.79% | -5.84% | 66.41% |
| | IMPORT | 14,056 | 11,484 | 11,899 | 12,085 | 12,159 | 3,136 | -7.80% | 0.62% | 58.72% |
| | MELON - TOTAL | 29,140 | 25,951 | 24,749 | 24,997 | 24,318 | 5,975 | -12.30% | -2.72% | 62.57% |
| MINT | DOMESTIC | 25,059 | 24,657 | 24,950 | 26,954 | 26,549 | 4,606 | -4.55% | -1.50% | 23.61% |

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|------------|--------------------------|----------------|----------------|----------------|----------------|----------------|--------------------|---------------------------|-----------------------------|--------------------------|
| MINT | IMPORT | 0 | 0 | 112 | 156 | 122 | 18 | -44.19% | -21.57% | 33.78% |
| | MINT - TOTAL | 25,059 | 24,657 | 25,062 | 27,109 | 26,671 | 4,625 | -4.82% | -1.62% | 23.66% |
| ORANGE | DOMESTIC | 96,509 | 102,884 | 111,744 | 114,912 | 116,873 | 32,194 | 1.23% | 1.71% | 27.38% |
| | IMPORT | 155,792 | 158,415 | 165,645 | 174,384 | 176,071 | 39,625 | -5.93% | 0.97% | 35.11% |
| | ORANGE - TOTAL | 252,301 | 261,299 | 277,389 | 289,296 | 292,944 | 71,819 | -2.85% | 1.26% | 32.02% |
| OTHER | DOMESTIC | 6,632 | 7,703 | 8,711 | 7,959 | 6,956 | 1,762 | -6.61% | -12.60% | 19.94% |
| | IMPORT | 5,177 | 19,540 | 16,525 | 11,415 | 10,315 | 2,265 | -31.71% | -9.64% | 17.07% |
| | OTHER - TOTAL | 11,809 | 27,243 | 25,236 | 19,374 | 17,271 | 4,027 | -22.60% | -10.85% | 18.22% |
| PEACH | DOMESTIC | 50,965 | 52,064 | 51,705 | 50,391 | 51,436 | 14,324 | -3.42% | 2.07% | 51.07% |
| | IMPORT | 3,037 | 3,551 | 3,908 | 4,005 | 4,244 | 1,189 | 10.92% | 5.96% | 71.42% |
| | PEACH - TOTAL | 54,002 | 55,615 | 55,613 | 54,396 | 55,680 | 15,513 | -2.46% | 2.36% | 52.62% |
| PEAR | DOMESTIC | 0 | 1,837 | 3,270 | 1,000 | 46 | 13 | -57.50% | -95.35% | 0.00% |
| | IMPORT | 5,036 | 4,877 | 4,699 | 4,859 | 4,655 | 1,059 | -5.71% | -4.20% | 27.75% |
| | PEAR - TOTAL | 5,036 | 6,714 | 7,969 | 5,860 | 4,701 | 1,072 | -7.06% | -19.77% | 27.47% |
| PINEAPPLE | DOMESTIC | 9,379 | 14,936 | 10,948 | 10,942 | 13,372 | 4,583 | 6.02% | 22.21% | 6.06% |
| | IMPORT | 5,020 | 3,855 | 3,986 | 1,108 | 30 | 0 | -100.00% | -97.29% | 0.00% |
| | PINEAPPLE - TOTAL | 14,399 | 18,791 | 14,933 | 12,051 | 13,402 | 4,583 | 5.60% | 11.21% | 6.11% |
| PLUM | IMPORT | 651 | 734 | 790 | 821 | 881 | 167 | -8.23% | 7.31% | 2.21% |
| | PLUM - TOTAL | 651 | 734 | 790 | 821 | 881 | 167 | -8.23% | 7.31% | 2.21% |
| RASPBERRY | DOMESTIC | 1,987 | 2,086 | 2,014 | 1,482 | 2,037 | 553 | 121.61% | 37.44% | 93.23% |
| | IMPORT | 68,080 | 81,040 | 96,695 | 109,600 | 120,641 | 31,050 | -1.42% | 10.07% | 43.99% |
| | RASPBERRY - TOTAL | 70,067 | 83,126 | 98,709 | 111,082 | 122,678 | 31,604 | -0.45% | 10.44% | 44.81% |
| SPICE | DOMESTIC | 125,686 | 149,919 | 186,418 | 230,917 | 287,447 | 70,527 | 15.37% | 24.48% | 6.66% |
| | IMPORT | 13,156 | 13,504 | 14,043 | 15,654 | 16,051 | 3,298 | -8.92% | 2.54% | 47.53% |
| | SPICE - TOTAL | 138,842 | 163,424 | 200,461 | 246,570 | 303,498 | 73,826 | 14.01% | 23.09% | 8.82% |
| STRAWBERRY | DOMESTIC | 3,050 | 1,312 | 721 | 99 | 23 | 0 | -100.00% | -76.85% | 0.00% |
| | IMPORT | 4,017 | 8,389 | 4,379 | 4,471 | 3,760 | 656 | -46.24% | -15.89% | 36.25% |

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|-------------------------|-------------------------------|------------------|------------------|------------------|------------------|------------------|--------------------|---------------------------|-----------------------------|--------------------------|
| STRAWBERRY | STRAWBERRY - TOTAL | 7,066 | 9,702 | 5,100 | 4,570 | 3,783 | 656 | -47.28% | -17.21% | 36.27% |
| TANGERINE | DOMESTIC | 340 | 367 | 294 | 17 | 1 | 0 | -100.00% | -95.65% | 0.00% |
| | IMPORT | 3,082 | 3,240 | 3,157 | 3,398 | 2,791 | 552 | -37.52% | -17.88% | 39.83% |
| | TANGERINE - TOTAL | 3,422 | 3,607 | 3,451 | 3,416 | 2,792 | 552 | -37.89% | -18.27% | 39.82% |
| WALNUT | IMPORT | 0 | 0 | 0 | 0 | 80 | 42 | n/a | n/a | 5.26% |
| | WALNUT - TOTAL | 0 | 0 | 0 | 0 | 80 | 42 | n/a | n/a | 5.26% |
| WHISKY | DOMESTIC | 12,888 | 12,663 | 11,866 | 11,376 | 11,187 | 2,952 | 5.71% | -1.66% | 19.01% |
| | IMPORT | 167,526 | 164,526 | 164,707 | 164,423 | 154,268 | 35,091 | -11.10% | -6.18% | 13.24% |
| | WHISKY - TOTAL | 180,414 | 177,189 | 176,573 | 175,799 | 165,456 | 38,043 | -9.99% | -5.88% | 13.63% |
| LIQUEURS - TOTAL | | 3,046,982 | 3,219,592 | 3,438,823 | 3,761,248 | 3,900,740 | 918,503 | -2.36% | 3.71% | 23.15% |

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|------------------------------|---|----------------|----------------|----------------|----------------|----------------|--------------------|---------------------------|-----------------------------|--------------------------|
| ALMOND | DOMESTIC | \$485 | \$469 | \$525 | \$537 | \$582 | \$131 | -4.66% | 8.33% | 69.40% |
| | IMPORT | \$2,268 | \$2,312 | \$2,679 | \$3,015 | \$3,204 | \$669 | 2.09% | 6.27% | 15.98% |
| | ALMOND - TOTAL | \$2,753 | \$2,781 | \$3,204 | \$3,552 | \$3,786 | \$800 | 0.92% | 6.58% | 24.19% |
| ANISE / LICORICE | DOMESTIC | \$360 | \$338 | \$258 | \$138 | \$116 | \$19 | -41.88% | -15.78% | 66.19% |
| | IMPORT | \$4,039 | \$4,019 | \$4,090 | \$4,489 | \$4,449 | \$1,101 | 0.71% | -0.91% | 20.48% |
| | ANISE / LICORICE - TOTAL | \$4,399 | \$4,357 | \$4,349 | \$4,627 | \$4,565 | \$1,120 | -0.52% | -1.35% | 21.64% |
| APPLE | IMPORT | \$1,193 | \$1,354 | \$1,337 | \$1,375 | \$1,392 | \$330 | -4.17% | 1.24% | 49.02% |
| | APPLE - TOTAL | \$1,193 | \$1,354 | \$1,337 | \$1,375 | \$1,392 | \$330 | -4.17% | 1.24% | 49.02% |
| APRICOT | DOMESTIC | \$274 | \$278 | \$299 | \$264 | \$222 | \$47 | -6.68% | -15.63% | 1.90% |
| | IMPORT | \$473 | \$471 | \$381 | \$407 | \$422 | \$91 | -3.64% | 3.45% | 12.59% |
| | APRICOT - TOTAL | \$747 | \$750 | \$680 | \$671 | \$644 | \$138 | -4.69% | -4.05% | 8.90% |
| BANANA | DOMESTIC | \$68 | \$93 | \$111 | \$373 | \$484 | \$158 | -35.20% | 29.67% | 19.33% |
| | IMPORT | \$491 | \$511 | \$545 | \$605 | \$706 | \$175 | 3.54% | 16.71% | 65.79% |
| | BANANA - TOTAL | \$558 | \$604 | \$656 | \$979 | \$1,190 | \$333 | -19.34% | 21.65% | 46.90% |
| BERRY - OTHER | DOMESTIC | \$5 | \$1 | \$0 | \$0 | \$1 | \$1 | n/a | 151.58% | 0.00% |
| | IMPORT | \$31 | \$14 | \$0 | \$34 | \$48 | \$17 | 40.93% | 41.94% | 23.90% |
| | BERRY - OTHER - TOTAL | \$36 | \$15 | \$0 | \$34 | \$49 | \$18 | 47.30% | 42.94% | 23.52% |
| BLACK CURRANT / CASSIS | DOMESTIC | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | n/a | n/a | 0.00% |
| | IMPORT | \$288 | \$300 | \$293 | \$319 | \$325 | \$83 | 0.88% | 1.87% | 42.45% |
| | BLACK CURRANT / CASSIS - TOTAL | \$288 | \$300 | \$293 | \$319 | \$325 | \$83 | 0.95% | 1.89% | 42.44% |
| BLACKBERRY | DOMESTIC | \$55 | \$30 | \$1 | \$0 | \$1 | \$1 | n/a | n/a | 0.00% |
| | IMPORT | \$45 | \$49 | \$80 | \$97 | \$110 | \$26 | 0.11% | 13.36% | 39.87% |
| | BLACKBERRY - TOTAL | \$100 | \$80 | \$81 | \$97 | \$111 | \$27 | 3.64% | 14.33% | 39.53% |

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|-----------------------------|---|-----------------|-----------------|-----------------|-----------------|-----------------|--------------------|---------------------------|-----------------------------|--------------------------|
| BUTTERSCOTCH | DOMESTIC | \$4 | \$8 | \$11 | \$9 | \$8 | \$3 | 18.91% | -16.83% | 89.86% |
| | IMPORT | \$944 | \$1,111 | \$1,167 | \$1,226 | \$1,319 | \$321 | 4.11% | 7.58% | 36.77% |
| | BUTTERSCOTCH - TOTAL | \$949 | \$1,120 | \$1,179 | \$1,236 | \$1,327 | \$324 | 4.22% | 7.40% | 37.08% |
| CACAO / CHOCOLATE | DOMESTIC | \$99 | \$88 | \$97 | \$143 | \$168 | \$32 | -15.85% | 17.60% | 29.11% |
| | IMPORT | \$173 | \$215 | \$170 | \$133 | \$46 | \$0 | -98.22% | -65.58% | 7.93% |
| | CACAO / CHOCOLATE - TOTAL | \$272 | \$303 | \$267 | \$276 | \$214 | \$32 | -38.29% | -22.42% | 24.59% |
| CACAO / WHITE | DOMESTIC | \$417 | \$409 | \$419 | \$621 | \$711 | \$152 | -6.50% | 14.55% | 60.01% |
| | IMPORT | \$381 | \$454 | \$400 | \$201 | \$167 | \$28 | -28.40% | -16.75% | 12.21% |
| | CACAO / WHITE - TOTAL | \$798 | \$863 | \$819 | \$822 | \$878 | \$180 | -10.72% | 6.90% | 50.90% |
| CHERRY | DOMESTIC | \$0 | \$0 | \$15 | \$57 | \$54 | \$7 | -60.77% | -5.31% | 1.98% |
| | IMPORT | \$264 | \$258 | \$257 | \$255 | \$252 | \$58 | -9.13% | -1.36% | 23.35% |
| | CHERRY - TOTAL | \$264 | \$258 | \$272 | \$312 | \$305 | \$65 | -20.49% | -2.08% | 19.58% |
| CITRUS OTHER THAN ORANGE | IMPORT | \$0 | \$153 | \$68 | \$56 | \$42 | \$3 | -78.18% | -24.03% | 0.00% |
| | CITRUS OTHER THAN ORANGE - TOTAL | \$0 | \$153 | \$68 | \$56 | \$42 | \$3 | -78.18% | -24.03% | 0.00% |
| COCONUT | DOMESTIC | \$3,571 | \$3,566 | \$3,696 | \$3,860 | \$4,046 | \$1,336 | 0.92% | 4.83% | 18.98% |
| | IMPORT | \$516 | \$490 | \$461 | \$419 | \$448 | \$151 | 11.28% | 6.91% | 16.36% |
| | COCONUT - TOTAL | \$4,086 | \$4,056 | \$4,157 | \$4,278 | \$4,494 | \$1,487 | 1.88% | 5.03% | 18.72% |
| COFFEE | DOMESTIC | \$389 | \$404 | \$398 | \$340 | \$293 | \$69 | -13.50% | -13.79% | 19.47% |
| | IMPORT | \$11,056 | \$11,119 | \$11,272 | \$11,674 | \$11,207 | \$2,472 | -6.38% | -4.00% | 16.09% |
| | COFFEE - TOTAL | \$11,445 | \$11,523 | \$11,670 | \$12,014 | \$11,500 | \$2,541 | -6.59% | -4.27% | 16.17% |
| CRANBERRY | DOMESTIC | \$0 | \$0 | \$0 | \$0 | \$1 | \$1 | n/a | n/a | 0.00% |
| | CRANBERRY - TOTAL | \$0 | \$0 | \$0 | \$0 | \$1 | \$1 | n/a | n/a | 0.00% |
| CREAM | DOMESTIC | \$256 | \$216 | \$165 | \$96 | \$58 | \$11 | -47.21% | -39.12% | 50.41% |

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|---------------|----------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|--------------------|---------------------------|-----------------------------|--------------------------|
| CREAM | IMPORT | \$25,590 | \$26,045 | \$27,900 | \$32,703 | \$33,346 | \$7,382 | 1.56% | 1.97% | 7.62% |
| | CREAM - TOTAL | \$25,846 | \$26,261 | \$28,065 | \$32,799 | \$33,404 | \$7,393 | 1.43% | 1.85% | 7.70% |
| EGG | IMPORT | \$177 | \$172 | \$180 | \$148 | \$168 | \$32 | 21.16% | 13.60% | 4.11% |
| | EGG - TOTAL | \$177 | \$172 | \$180 | \$148 | \$168 | \$32 | 21.16% | 13.60% | 4.11% |
| FRUIT - OTHER | DOMESTIC | \$358 | \$1,010 | \$1,083 | \$1,058 | \$1,124 | \$347 | -5.99% | 6.32% | 12.37% |
| | IMPORT | \$2,897 | \$4,271 | \$4,618 | \$4,933 | \$4,693 | \$1,120 | -14.47% | -4.86% | 41.92% |
| | FRUIT - OTHER - TOTAL | \$3,254 | \$5,281 | \$5,701 | \$5,991 | \$5,818 | \$1,468 | -12.60% | -2.88% | 36.21% |
| GRAPE | DOMESTIC | \$4 | \$2 | \$1 | \$0 | \$1 | \$0 | n/a | 130.93% | 0.00% |
| | IMPORT | \$0 | \$0 | \$0 | \$0 | \$195 | \$76 | n/a | n/a | 17.45% |
| | GRAPE - TOTAL | \$4 | \$2 | \$1 | \$0 | \$196 | \$76 | n/a | 45,757.12% | 17.56% |
| GRAPE FRUIT | IMPORT | \$15 | \$9 | \$2 | \$3 | \$45 | \$11 | 311.82% | 1,644.31% | 21.81% |
| | GRAPE FRUIT - TOTAL | \$15 | \$9 | \$2 | \$3 | \$45 | \$11 | 311.82% | 1,644.31% | 21.81% |
| HAZELNUT | IMPORT | \$785 | \$759 | \$770 | \$857 | \$845 | \$161 | -10.40% | -1.38% | 34.67% |
| | HAZELNUT - TOTAL | \$785 | \$759 | \$770 | \$857 | \$845 | \$161 | -10.40% | -1.38% | 34.67% |
| HERBAL | DOMESTIC | \$0 | \$0 | \$0 | \$0 | \$141 | \$46 | n/a | n/a | 4.34% |
| | IMPORT | \$5,195 | \$6,795 | \$9,688 | \$13,252 | \$15,888 | \$3,824 | 2.77% | 19.89% | 51.45% |
| | HERBAL - TOTAL | \$5,195 | \$6,795 | \$9,688 | \$13,252 | \$16,029 | \$3,870 | 4.00% | 20.95% | 51.04% |
| LEMON | IMPORT | \$212 | \$266 | \$316 | \$499 | \$645 | \$188 | 7.12% | 29.25% | 18.79% |
| | LEMON - TOTAL | \$212 | \$266 | \$316 | \$499 | \$645 | \$188 | 7.12% | 29.25% | 18.79% |
| LOGANBERRY | IMPORT | \$10 | \$5 | \$7 | \$6 | \$7 | \$2 | 36.62% | 14.89% | 0.00% |
| | LOGANBERRY - TOTAL | \$10 | \$5 | \$7 | \$6 | \$7 | \$2 | 36.62% | 14.89% | 0.00% |
| MELON | DOMESTIC | \$342 | \$330 | \$294 | \$292 | \$283 | \$67 | -12.89% | -2.97% | 66.14% |
| | IMPORT | \$327 | \$268 | \$284 | \$285 | \$283 | \$72 | -7.59% | -0.59% | 57.95% |
| | MELON - TOTAL | \$669 | \$599 | \$577 | \$577 | \$566 | \$140 | -10.23% | -1.80% | 62.05% |
| MINT | DOMESTIC | \$590 | \$593 | \$606 | \$677 | \$675 | \$118 | -2.66% | -0.25% | 22.88% |

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|------------|--------------------------|----------------|----------------|-----------------|-----------------|-----------------|--------------------|---------------------------|-----------------------------|--------------------------|
| MINT | IMPORT | \$0 | \$0 | \$5 | \$7 | \$5 | \$1 | -46.77% | -23.68% | 34.16% |
| | MINT - TOTAL | \$590 | \$593 | \$611 | \$684 | \$681 | \$118 | -3.18% | -0.48% | 22.96% |
| ORANGE | DOMESTIC | \$2,397 | \$2,608 | \$2,837 | \$2,982 | \$3,094 | \$853 | 4.15% | 3.76% | 24.92% |
| | IMPORT | \$6,945 | \$7,026 | \$7,349 | \$7,808 | \$7,844 | \$1,703 | -6.22% | 0.46% | 30.24% |
| | ORANGE - TOTAL | \$9,341 | \$9,635 | \$10,186 | \$10,789 | \$10,937 | \$2,556 | -3.00% | 1.37% | 28.74% |
| OTHER | DOMESTIC | \$247 | \$248 | \$246 | \$214 | \$179 | \$43 | -17.76% | -16.41% | 16.61% |
| | IMPORT | \$240 | \$1,056 | \$890 | \$630 | \$548 | \$111 | -39.28% | -12.99% | 13.91% |
| | OTHER - TOTAL | \$487 | \$1,303 | \$1,136 | \$844 | \$727 | \$154 | -34.51% | -13.86% | 14.58% |
| PEACH | DOMESTIC | \$1,153 | \$1,160 | \$1,160 | \$1,156 | \$1,189 | \$333 | -2.42% | 2.85% | 51.11% |
| | IMPORT | \$71 | \$85 | \$97 | \$104 | \$112 | \$31 | 9.45% | 7.36% | 71.96% |
| | PEACH - TOTAL | \$1,224 | \$1,245 | \$1,257 | \$1,260 | \$1,301 | \$364 | -1.51% | 3.22% | 52.90% |
| PEAR | DOMESTIC | \$0 | \$43 | \$71 | \$18 | \$4 | \$1 | -57.52% | -78.48% | 0.00% |
| | IMPORT | \$126 | \$124 | \$122 | \$129 | \$127 | \$30 | 0.03% | -1.36% | 27.59% |
| | PEAR - TOTAL | \$126 | \$167 | \$193 | \$147 | \$131 | \$31 | -4.54% | -10.99% | 26.76% |
| PINEAPPLE | DOMESTIC | \$231 | \$370 | \$271 | \$288 | \$364 | \$127 | 10.45% | 26.59% | 6.05% |
| | IMPORT | \$115 | \$90 | \$94 | \$27 | \$1 | \$0 | -100.00% | -97.28% | 0.00% |
| | PINEAPPLE - TOTAL | \$346 | \$460 | \$365 | \$314 | \$365 | \$127 | 10.05% | 16.09% | 6.10% |
| PLUM | IMPORT | \$19 | \$19 | \$21 | \$22 | \$24 | \$5 | -4.89% | 8.46% | 2.19% |
| | PLUM - TOTAL | \$19 | \$19 | \$21 | \$22 | \$24 | \$5 | -4.89% | 8.46% | 2.19% |
| RASPBERRY | DOMESTIC | \$45 | \$42 | \$39 | \$31 | \$43 | \$12 | 129.73% | 38.91% | 92.21% |
| | IMPORT | \$1,683 | \$2,023 | \$2,423 | \$2,797 | \$3,086 | \$793 | -0.56% | 10.33% | 44.61% |
| | RASPBERRY - TOTAL | \$1,729 | \$2,065 | \$2,462 | \$2,828 | \$3,128 | \$805 | 0.28% | 10.64% | 45.26% |
| SPICE | DOMESTIC | \$3,367 | \$4,097 | \$5,079 | \$6,334 | \$7,967 | \$1,964 | 17.38% | 25.78% | 6.06% |
| | IMPORT | \$424 | \$445 | \$466 | \$522 | \$530 | \$112 | -6.47% | 1.47% | 47.35% |
| | SPICE - TOTAL | \$3,791 | \$4,542 | \$5,545 | \$6,856 | \$8,496 | \$2,076 | 15.78% | 23.93% | 8.64% |
| STRAWBERRY | DOMESTIC | \$86 | \$37 | \$17 | \$2 | \$1 | \$0 | -100.00% | -76.76% | 0.00% |
| | IMPORT | \$160 | \$437 | \$202 | \$184 | \$142 | \$18 | -64.59% | -22.77% | 25.53% |

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|-------------------------|-------------------------------|-----------------|-----------------|------------------|------------------|------------------|--------------------|---------------------------|-----------------------------|--------------------------|
| STRAWBERRY | STRAWBERRY - TOTAL | \$246 | \$474 | \$220 | \$186 | \$142 | \$18 | -64.99% | -23.45% | 25.58% |
| TANGERINE | DOMESTIC | \$7 | \$7 | \$5 | \$0 | \$0 | \$0 | -100.00% | -95.65% | 0.00% |
| | IMPORT | \$71 | \$76 | \$74 | \$81 | \$67 | \$13 | -37.28% | -17.26% | 39.84% |
| | TANGERINE - TOTAL | \$78 | \$82 | \$78 | \$81 | \$67 | \$13 | -37.51% | -17.51% | 39.83% |
| WALNUT | IMPORT | \$0 | \$0 | \$0 | \$0 | \$4 | \$2 | n/a | n/a | 5.26% |
| | WALNUT - TOTAL | \$0 | \$0 | \$0 | \$0 | \$4 | \$2 | n/a | n/a | 5.26% |
| WHISKY | DOMESTIC | \$329 | \$328 | \$311 | \$317 | \$318 | \$84 | 7.61% | 0.16% | 19.10% |
| | IMPORT | \$5,284 | \$5,175 | \$5,234 | \$5,504 | \$5,263 | \$1,187 | -8.41% | -4.39% | 12.92% |
| | WHISKY - TOTAL | \$5,613 | \$5,504 | \$5,545 | \$5,822 | \$5,581 | \$1,271 | -7.50% | -4.14% | 13.27% |
| LIQUEURS - TOTAL | | \$87,646 | \$94,755 | \$101,957 | \$114,611 | \$120,130 | \$28,361 | -0.72% | 4.82% | 23.25% |

SPIRITS MARKET - OVERALL
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|---------------------------|-----------------------------|--------------------------|
| SPIRITS DOMESTIC | 13,875,021 | 14,132,002 | 14,689,460 | 14,748,377 | 15,215,871 | 3,834,074 | -2.64% | 3.17% | 12.47% |
| IMPORT | 8,030,405 | 8,547,880 | 9,209,751 | 9,967,861 | 10,712,486 | 2,761,710 | 4.34% | 7.47% | 17.66% |
| SPIRITS | 21,905,426 | 22,679,882 | 23,899,211 | 24,716,238 | 25,928,357 | 6,595,783 | 0.17% | 4.90% | 14.61% |

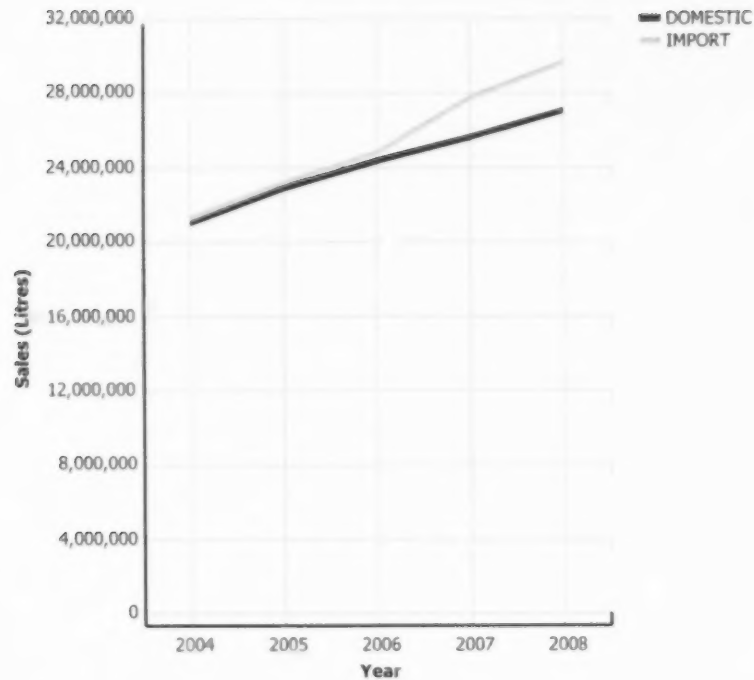
SPIRITS MARKET - OVERALL
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|------------------|------------------|------------------|------------------|------------------|------------------|--------------------|---------------------------|-----------------------------|--------------------------|
| SPIRITS DOMESTIC | \$329,568 | \$343,561 | \$358,620 | \$380,748 | \$404,784 | \$103,549 | 1.63% | 6.31% | 12.10% |
| IMPORT | \$236,682 | \$257,795 | \$280,201 | \$316,624 | \$348,670 | \$90,240 | 7.35% | 10.12% | 18.51% |
| SPIRITS | \$566,250 | \$601,356 | \$638,821 | \$697,372 | \$753,454 | \$193,789 | 4.22% | 8.04% | 15.06% |

Wine Market (Domestic & Imported)

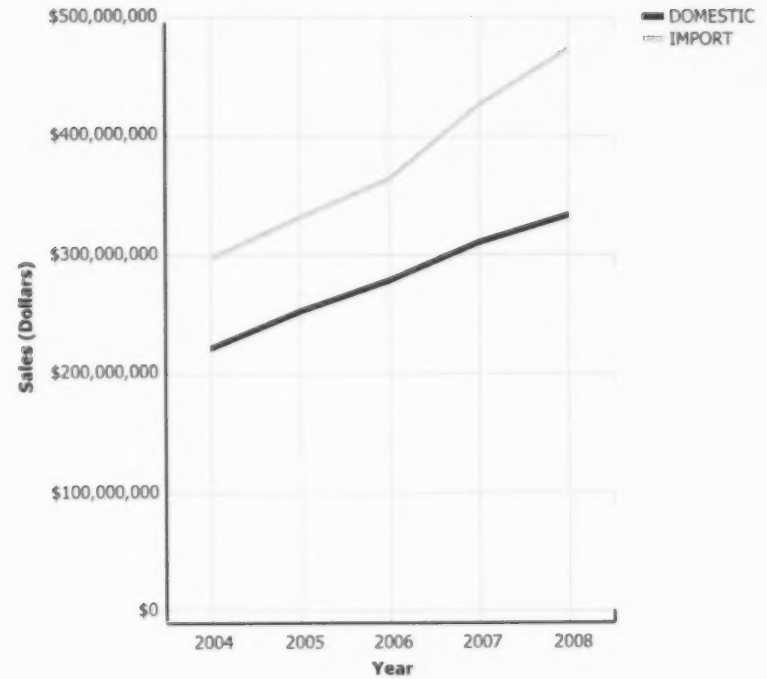
Wine Market

Annual Sales by Volume (Litres)



Wine Market

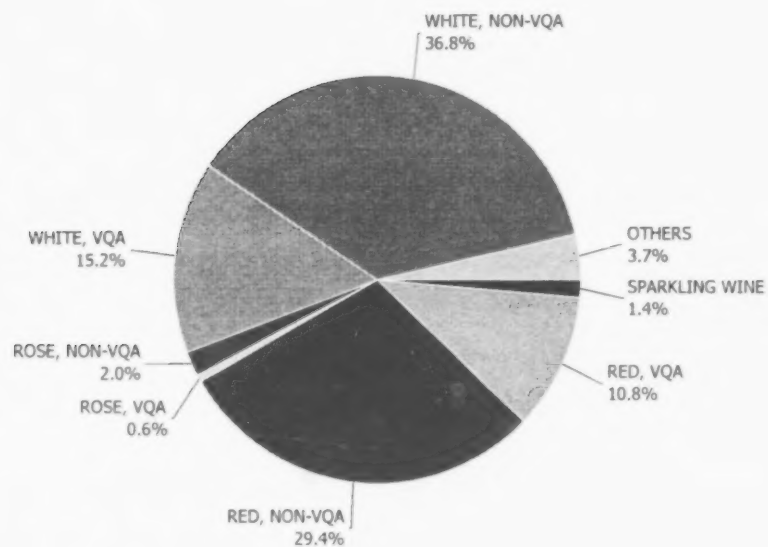
Annual Sales by Retail Dollars



Wine Market - Domestic Wine

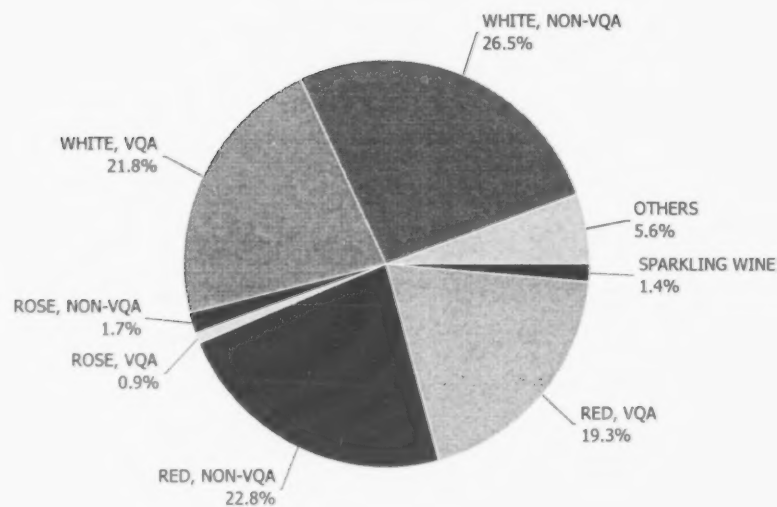
Domestic Wine Market Share

Current Quarter by Volume (Litres)



Domestic Wine Market Share

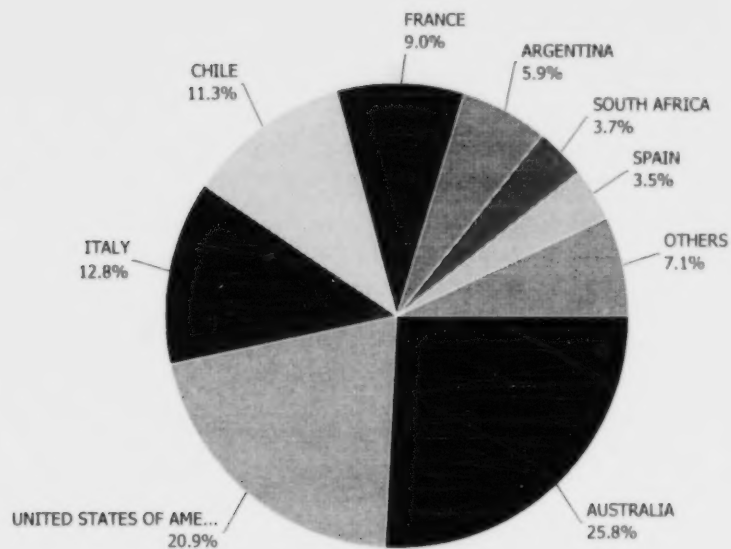
Current Quarter by Retail Dollars



Wine Market - Import Wine

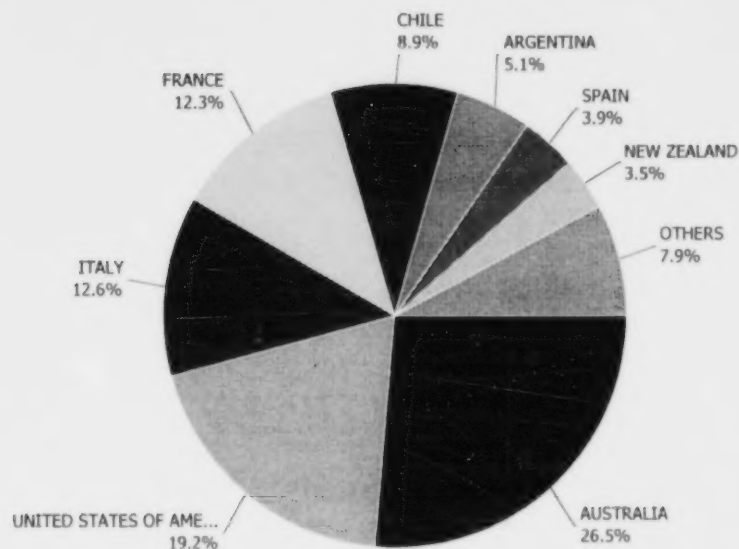
Import Wine Market Share

Current Quarter by Volume (Litres)



Import Wine Market Share

Current Quarter by Retail Dollars



DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|--|---|---------------------------|---------|------------------|------------------|------------------|------------------|------------------|--------------------|------------------------------|-----------------------------------|--------------------------|
| APERITIF, DESSERT AND FORTIFIED WINE | FLAVOURED | OTHER | NON-VQA | 5,137 | 5,600 | 5,408 | 5,368 | 6,181 | 1,124 | 18.78% | 15.13% | 0.73% |
| | | BC | NON-VQA | 62 | 78 | 616 | 840 | 658 | 247 | -0.92% | -21.72% | 8.21% |
| | | FLAVOURED | | 5,199 | 5,678 | 6,023 | 6,209 | 6,838 | 1,371 | 14.68% | 10.14% | 1.45% |
| | FRUIT | OTHER | NON-VQA | 1,636 | 3,238 | 1,175 | 937 | 945 | 99 | -62.32% | 0.80% | 3.02% |
| | | BC | NON-VQA | 81,916 | 104,436 | 115,532 | 149,933 | 118,260 | 39,520 | -28.12% | -21.12% | 1.51% |
| | | FRUIT | | 83,551 | 107,674 | 116,707 | 150,870 | 119,204 | 39,619 | -28.28% | -20.99% | 1.52% |
| | OTHER | BC | NON-VQA | 1,398 | 844 | 3,049 | 2,798 | 4,023 | 1,678 | 92.39% | 43.81% | 5.54% |
| | | OTHER | | 1,398 | 844 | 3,049 | 2,798 | 4,023 | 1,678 | 92.39% | 43.81% | 5.54% |
| | OTHER FORTIFIED | OTHER | NON-VQA | 0 | 3,802 | 3,516 | 3,034 | 1,800 | 252 | -42.35% | -40.69% | 0.38% |
| | | BC | NON-VQA | 1,870 | 2,640 | 8,093 | 14,536 | 11,257 | 5,999 | 0.47% | -22.56% | 2.75% |
| | | | VQA | 209 | 739 | 736 | 73 | 365 | 209 | 6,875.00% | 401.89% | 6.78% |
| | | OTHER FORTIFIED | | 2,078 | 7,181 | 12,345 | 17,642 | 13,422 | 6,460 | 0.77% | -23.92% | 2.54% |
| | PORT | OTHER | NON-VQA | 4,852 | 5,481 | 5,537 | 5,356 | 4,342 | 986 | -21.12% | -18.93% | 3.26% |
| | | BC | NON-VQA | 57,001 | 58,714 | 58,232 | 57,736 | 60,391 | 14,800 | 5.80% | 4.60% | 11.35% |
| | | | VQA | 4,954 | 8,884 | 8,871 | 5,326 | 4,418 | 2,114 | 46.87% | -17.05% | 5.53% |
| | | PORT | | 66,806 | 73,079 | 72,641 | 68,419 | 69,152 | 17,901 | 7.32% | 1.07% | 10.47% |
| | SAKE | BC | NON-VQA | 964 | 468 | 595 | 4,111 | 6,906 | 1,981 | 32.30% | 67.97% | 28.11% |
| | | SAKE | | 964 | 468 | 595 | 4,111 | 6,906 | 1,981 | 32.30% | 67.97% | 28.11% |
| | SHERRY | BC | NON-VQA | 942,376 | 890,410 | 868,275 | 817,403 | 818,556 | 188,467 | -3.47% | 0.14% | 0.62% |
| | | SHERRY | | 942,376 | 890,410 | 868,275 | 817,403 | 818,556 | 188,467 | -3.47% | 0.14% | 0.62% |
| | VERMOUTH | BC | NON-VQA | 3,648 | -1 | 0 | 2 | -1 | 0 | n/a | -150.00% | 0.00% |
| | | VERMOUTH | | 3,648 | -1 | 0 | 2 | -1 | 0 | n/a | -150.00% | 0.00% |
| | APERITIF, DESSERT AND FORTIFIED WINE | | | 1,106,020 | 1,085,333 | 1,079,635 | 1,067,453 | 1,038,100 | 257,476 | -7.10% | -2.75% | 1.62% |
| SPARKLING WINE | SPARKLING ICE WINE | OTHER | VQA | 0 | 0 | 0 | 0 | 0 | 0 | n/a | 200.00% | 0.00% |
| | | BC | VQA | 116 | 124 | 127 | 125 | 48 | 0 | -100.00% | -61.27% | 0.00% |
| | | SPARKLING ICE WINE | | 116 | 124 | 127 | 125 | 49 | 0 | -100.00% | -60.85% | 0.00% |

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|----------------|----------------|-------|---------------------------------|----------------|----------------|----------------|----------------|----------------|--------------------|------------------------------|-----------------------------------|--------------------------|
| SPARKLING WINE | RED | BC | NON-VQA | 49,535 | 47,967 | 47,245 | 47,792 | 50,422 | 10,289 | 3.41% | 5.51% | 0.79% |
| | | | VQA | 0 | 226 | 379 | 4,812 | 3,982 | 1,004 | -9.90% | -17.24% | 3.88% |
| | | | SPARKLING WINE RED | 49,535 | 48,193 | 47,624 | 52,604 | 54,405 | 11,293 | 2.07% | 3.42% | 1.02% |
| | ROSE | OTHER | NON-VQA | 1,660 | 598 | 468 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | | VQA | 0 | 0 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | BC | NON-VQA | 1,672 | 3,380 | 3,288 | 2,977 | 1,826 | 194 | 975.00% | -38.65% | 0.00% |
| | | | VQA | 674 | 1,589 | 5,486 | 4,286 | 2,354 | 750 | -24.87% | -45.08% | 2.68% |
| | | | SPARKLING WINE ROSE | 4,006 | 5,567 | 9,242 | 7,262 | 4,180 | 944 | -7.16% | -42.45% | 21.51% |
| | WHITE | OTHER | NON-VQA | 30,710 | 34,756 | 34,691 | 24,124 | 17,769 | 3,625 | -26.44% | -26.34% | 16.36% |
| | | | VQA | 0 | 0 | 216 | 253 | 268 | 36 | -66.90% | 6.23% | 6.70% |
| | | BC | NON-VQA | 347,059 | 335,349 | 325,600 | 310,838 | 323,151 | 65,990 | -2.21% | 3.96% | 17.55% |
| | | | VQA | 50,026 | 65,581 | 91,918 | 74,712 | 74,248 | 19,578 | -5.57% | -0.62% | 34.25% |
| | | | SPARKLING WINE WHITE | 427,795 | 435,686 | 452,425 | 409,927 | 415,437 | 89,229 | -4.31% | 1.34% | 20.47% |
| | | | SPARKLING WINE | 481,453 | 489,570 | 509,418 | 469,917 | 474,070 | 101,465 | -3.69% | 0.88% | 18.25% |
| TABLE WINE | ICE WINE RED | OTHER | VQA | 272 | 164 | 178 | 477 | 506 | 125 | -23.88% | 5.99% | 0.22% |
| | | | VQA | 0 | 0 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | BC | NON-VQA | 46 | 93 | 203 | 118 | 41 | 31 | 410.42% | -65.11% | 0.00% |
| | | | VQA | 5,677 | 6,464 | 6,898 | 5,448 | 5,043 | 1,453 | -16.13% | -7.43% | 2.43% |
| | | | ICE WINE RED | 5,995 | 6,722 | 7,279 | 6,043 | 5,590 | 1,609 | -15.45% | -7.49% | 2.21% |
| | ICE WINE ROSE | BC | VQA | 328 | 986 | 666 | 535 | 151 | 19 | -85.25% | -71.77% | 1.74% |
| | | | ICE WINE ROSE | 328 | 986 | 666 | 535 | 151 | 19 | -85.25% | -71.77% | 1.74% |
| | ICE WINE WHITE | OTHER | NON-VQA | 1,231 | 1,433 | 1,384 | 1,688 | 2,145 | 539 | -5.60% | 27.06% | 1.29% |
| | | | VQA | 8,545 | 7,193 | 4,619 | 10,340 | 10,707 | 1,174 | -71.54% | 3.55% | 0.56% |
| | | BC | NON-VQA | 1,894 | 1,892 | 245 | 552 | 272 | 91 | -75.30% | -50.81% | 45.37% |
| | | | VQA | 28,452 | 32,898 | 30,632 | 27,853 | 30,727 | 9,677 | 5.61% | 10.32% | 7.86% |
| | | | ICE WINE WHITE | 40,122 | 43,417 | 36,879 | 40,434 | 43,850 | 11,481 | -19.31% | 8.45% | 5.99% |
| | RED | OTHER | NON-VQA | 232 | 386 | 7,646 | 42,213 | 43,341 | 8,657 | -37.60% | 2.67% | 6.27% |

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|-----------------------|--------------------------|------------------|---------|------------|------------|------------|------------|------------|--------------------|------------------------------|-----------------------------------|--------------------------|
| TABLE WINE | RED | OTHER | VQA | 4,264 | 4,136 | 6,012 | 9,032 | 14,029 | 3,360 | 47.13% | 55.32% | 11.07% |
| | | BC | NON-VQA | 6,017,460 | 6,587,403 | 7,025,119 | 7,897,613 | 8,651,484 | 2,146,514 | 5.82% | 9.55% | 16.64% |
| | | | VQA | 2,184,800 | 2,812,947 | 3,082,198 | 2,973,019 | 2,836,734 | 788,977 | -6.68% | -4.58% | 29.47% |
| | | TABLE WINE RED | | 8,206,756 | 9,404,872 | 10,120,976 | 10,921,877 | 11,545,588 | 2,947,508 | 1.99% | 5.71% | 19.75% |
| | ROSE | BC | NON-VQA | 265,727 | 314,757 | 350,740 | 390,200 | 483,518 | 147,742 | 23.12% | 23.92% | 5.73% |
| | | | VQA | 60,698 | 65,151 | 83,001 | 100,828 | 105,143 | 46,960 | -2.10% | 4.28% | 6.45% |
| | | TABLE WINE ROSE | | 326,425 | 379,908 | 433,741 | 491,028 | 588,661 | 194,702 | 15.92% | 19.88% | 5.86% |
| | WHITE | OTHER | NON-VQA | 18 | 52 | 6,299 | 37,219 | 29,098 | 5,251 | -59.43% | -21.82% | 6.93% |
| | | | VQA | 7,361 | 3,610 | 5,709 | 7,504 | 9,292 | 2,107 | 2.43% | 23.83% | 17.66% |
| | | BC | NON-VQA | 8,081,712 | 8,233,759 | 8,634,181 | 9,199,905 | 9,961,032 | 2,687,943 | 3.77% | 8.27% | 15.47% |
| | | | VQA | 2,899,950 | 3,369,517 | 3,663,692 | 3,513,313 | 3,477,118 | 1,114,859 | -4.67% | -1.03% | 26.87% |
| | | TABLE WINE WHITE | | 10,989,042 | 11,606,939 | 12,309,881 | 12,757,941 | 13,476,540 | 3,810,161 | 0.94% | 5.63% | 18.39% |
| | TABLE WINE | | | 19,568,668 | 21,442,843 | 22,909,421 | 24,217,858 | 25,660,381 | 6,965,479 | 1.70% | 5.96% | 18.69% |
| WINE - GIFT PACKS | WINE - GIFT PACKS ALL | OTHER | NON-VQA | 0 | 0 | 615 | 986 | 2,394 | 1 | n/a | 142.96% | 0.00% |
| | | | VQA | 1,800 | 2,918 | 3,221 | 2,928 | 6,865 | 2,535 | 153.93% | 134.45% | 0.00% |
| | | BC | NON-VQA | 24 | 1,930 | 0 | 0 | 6,734 | 42 | n/a | n/a | 0.65% |
| | | | VQA | 3,784 | 4,037 | 4,416 | 11,201 | 9,651 | 580 | 238.33% | -13.83% | 0.44% |
| | WINE - GIFT PACKS ALL | | 5,608 | 8,886 | 8,252 | 15,114 | 25,644 | 3,158 | 169.98% | 69.67% | 0.38% | |
| | WINE - GIFT PACKS | | | 5,608 | 8,886 | 8,252 | 15,114 | 25,644 | 3,158 | 169.98% | 69.67% | 0.38% |
| DOMESTIC WINE - TOTAL | | | | 21,161,749 | 23,026,633 | 24,506,727 | 25,770,343 | 27,198,195 | 7,327,577 | 1.31% | 5.54% | 18.01% |

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|--|---|---------------------------|---------|----------------|-----------------|-----------------|-----------------|-----------------|--------------------|------------------------------|-----------------------------------|--------------------------|
| APERITIF, DESSERT AND FORTIFIED WINE | FLAVOURED | OTHER | NON-VQA | \$67 | \$77 | \$74 | \$79 | \$93 | \$17 | 19.81% | 17.66% | 0.73% |
| | | BC | NON-VQA | \$3 | \$3 | \$21 | \$31 | \$22 | \$8 | -15.71% | -29.73% | 6.02% |
| | | FLAVOURED | | \$70 | \$79 | \$95 | \$110 | \$115 | \$25 | 5.94% | 4.23% | 1.74% |
| | FRUIT | OTHER | NON-VQA | \$59 | \$228 | \$51 | \$44 | \$53 | \$7 | -43.71% | 21.27% | 3.68% |
| | | BC | NON-VQA | \$1,848 | \$2,393 | \$2,800 | \$3,845 | \$3,162 | \$1,100 | -21.71% | -17.77% | 2.02% |
| | | FRUIT | | \$1,907 | \$2,620 | \$2,851 | \$3,889 | \$3,215 | \$1,106 | -21.90% | -17.34% | 2.05% |
| | OTHER | BC | NON-VQA | \$27 | \$29 | \$94 | \$83 | \$108 | \$46 | 99.27% | 30.92% | 5.94% |
| | | OTHER | | \$27 | \$29 | \$94 | \$83 | \$108 | \$46 | 99.27% | 30.92% | 5.94% |
| | OTHER FORTIFIED | OTHER | NON-VQA | \$0 | \$173 | \$160 | \$139 | \$83 | \$12 | -41.85% | -40.32% | 0.37% |
| | | BC | NON-VQA | \$85 | \$122 | \$333 | \$529 | \$548 | \$280 | 25.01% | 3.48% | 2.87% |
| | | | VQA | \$7 | \$36 | \$49 | \$4 | \$27 | \$16 | 8,698.50% | 608.52% | 6.79% |
| | | OTHER FORTIFIED | | \$92 | \$331 | \$542 | \$672 | \$658 | \$308 | 25.88% | -2.09% | 2.72% |
| | PORT | OTHER | NON-VQA | \$61 | \$70 | \$71 | \$68 | \$55 | \$13 | -20.43% | -19.98% | 3.27% |
| | | BC | NON-VQA | \$515 | \$540 | \$596 | \$612 | \$724 | \$200 | 12.48% | 18.18% | 10.55% |
| | | | VQA | \$193 | \$334 | \$334 | \$238 | \$191 | \$90 | 33.45% | -19.44% | 5.32% |
| | | PORT | | \$769 | \$944 | \$1,000 | \$918 | \$970 | \$302 | 15.88% | 5.61% | 9.11% |
| | SAKE | BC | NON-VQA | \$7 | \$3 | \$4 | \$108 | \$191 | \$49 | 11.94% | 76.47% | 6.53% |
| | | SAKE | | \$7 | \$3 | \$4 | \$108 | \$191 | \$49 | 11.94% | 76.47% | 6.53% |
| | SHERRY | BC | NON-VQA | \$6,717 | \$6,398 | \$6,137 | \$6,007 | \$5,945 | \$1,368 | -2.79% | -1.03% | 0.63% |
| | | SHERRY | | \$6,717 | \$6,398 | \$6,137 | \$6,007 | \$5,945 | \$1,368 | -2.79% | -1.03% | 0.63% |
| | VERMOUTH | BC | NON-VQA | \$19 | \$0 | \$0 | \$0 | \$0 | \$0 | n/a | -150.43% | 0.00% |
| | | VERMOUTH | | \$19 | \$0 | \$0 | \$0 | \$0 | \$0 | n/a | -150.43% | 0.00% |
| | APERITIF, DESSERT AND FORTIFIED WINE | | | \$9,607 | \$10,404 | \$10,724 | \$11,787 | \$11,201 | \$3,205 | -6.29% | -4.97% | 2.06% |
| SPARKLING WINE | SPARKLING ICE WINE | OTHER | VQA | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | n/a | 200.00% | 0.00% |
| | | BC | VQA | \$17 | \$17 | \$17 | \$17 | \$7 | \$0 | -100.00% | -61.06% | 0.00% |
| | | SPARKLING ICE WINE | | \$17 | \$17 | \$17 | \$17 | \$7 | \$0 | -100.00% | -60.74% | 0.00% |
| | RED | BC | NON-VQA | \$369 | \$342 | \$342 | \$386 | \$410 | \$87 | 5.97% | 6.33% | 1.05% |

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG CURR YR SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|----------------|----------------|-----------------------------|---------|----------------|----------------|----------------|----------------|----------------|--------------------|---|-----------------------------------|--------------------------|
| SPARKLING WINE | RED | BC | VQA | \$0 | \$5 | \$9 | \$146 | \$119 | \$28 | -19.26% | -18.05% | 4.12% |
| | | SPARKLING WINE RED | | \$369 | \$347 | \$351 | \$531 | \$530 | \$115 | -1.52% | -0.35% | 1.75% |
| | ROSE | OTHER | NON-VQA | \$16 | \$6 | \$5 | \$0 | \$0 | \$0 | n/a | n/a | 0.00% |
| | | BC | NON-VQA | \$51 | \$67 | \$69 | \$72 | \$63 | \$6 | 814.19% | -13.14% | 0.00% |
| | | | VQA | \$15 | \$51 | \$187 | \$132 | \$79 | \$25 | -24.22% | -40.50% | 2.67% |
| | | SPARKLING WINE ROSE | | \$83 | \$124 | \$261 | \$205 | \$141 | \$31 | -8.38% | -30.82% | 22.08% |
| | WHITE | OTHER | NON-VQA | \$325 | \$367 | \$363 | \$253 | \$189 | \$39 | -25.62% | -25.60% | 16.38% |
| | | | VQA | \$0 | \$0 | \$6 | \$8 | \$9 | \$1 | -65.19% | 9.83% | 7.25% |
| | | BC | NON-VQA | \$2,657 | \$2,701 | \$2,605 | \$2,694 | \$2,790 | \$619 | 0.07% | 3.56% | 22.95% |
| | | | VQA | \$1,296 | \$1,633 | \$2,371 | \$2,107 | \$2,181 | \$593 | 0.11% | 3.52% | 32.87% |
| | | SPARKLING WINE WHITE | | \$4,278 | \$4,700 | \$5,345 | \$5,062 | \$5,168 | \$1,252 | -1.14% | 2.10% | 26.87% |
| | | SPARKLING WINE | | \$4,748 | \$5,189 | \$5,975 | \$5,815 | \$5,846 | \$1,398 | -1.55% | 0.53% | 24.50% |
| TABLE WINE | ICE WINE RED | OTHER | VQA | \$38 | \$23 | \$24 | \$97 | \$110 | \$27 | -27.98% | 13.64% | 0.14% |
| | | BC | NON-VQA | \$8 | \$15 | \$34 | \$24 | \$9 | \$6 | 600.15% | -64.85% | 0.00% |
| | | | VQA | \$1,038 | \$1,138 | \$1,171 | \$814 | \$726 | \$213 | -17.57% | -10.79% | 1.78% |
| | | ICE WINE RED | | \$1,083 | \$1,176 | \$1,229 | \$935 | \$845 | \$247 | -17.01% | -9.68% | 1.55% |
| | ICE WINE ROSE | BC | VQA | \$30 | \$90 | \$61 | \$49 | \$14 | \$2 | -85.13% | -71.72% | 1.73% |
| | | ICE WINE ROSE | | \$30 | \$90 | \$61 | \$49 | \$14 | \$2 | -85.13% | -71.72% | 1.73% |
| | ICE WINE WHITE | OTHER | NON-VQA | \$135 | \$159 | \$154 | \$196 | \$242 | \$61 | -5.00% | 23.20% | 1.29% |
| | | | VQA | \$1,108 | \$916 | \$561 | \$1,418 | \$1,528 | \$164 | -72.49% | 7.71% | 0.46% |
| | | BC | NON-VQA | \$92 | \$38 | \$48 | \$115 | \$45 | \$15 | -82.74% | -60.96% | 32.01% |
| | | | VQA | \$3,428 | \$4,107 | \$3,910 | \$3,564 | \$3,821 | \$1,256 | 4.92% | 7.20% | 7.59% |
| | | ICE WINE WHITE | | \$4,763 | \$5,220 | \$4,673 | \$5,294 | \$5,636 | \$1,495 | -22.96% | 6.45% | 5.58% |
| | RED | OTHER | NON-VQA | \$5 | \$11 | \$89 | \$465 | \$474 | \$97 | -32.82% | 1.87% | 7.40% |
| | | | VQA | \$68 | \$69 | \$104 | \$162 | \$294 | \$71 | 71.31% | 81.42% | 11.17% |
| | | BC | NON-VQA | \$52,125 | \$58,016 | \$62,602 | \$75,346 | \$84,444 | \$21,980 | 9.34% | 12.07% | 16.45% |

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|----------------------|--------------------------|------------------|---------|-----------|-----------|-----------|-----------|-----------|--------------------|------------------------------|-----------------------------------|--------------------------|
| TABLE WINE | RED | BC | VQA | \$38,248 | \$51,288 | \$59,653 | \$63,553 | \$64,498 | \$18,601 | -2.25% | 1.33% | 26.12% |
| | | TABLE WINE RED | | \$90,446 | \$109,384 | \$122,448 | \$139,627 | \$149,711 | \$40,750 | 3.64% | 7.22% | 20.58% |
| | ROSE | BC | NON-VQA | \$2,357 | \$2,769 | \$3,166 | \$3,710 | \$4,846 | \$1,644 | 34.70% | 30.64% | 7.80% |
| | | | VQA | \$816 | \$863 | \$1,171 | \$1,649 | \$1,825 | \$832 | 0.99% | 10.68% | 6.15% |
| | | TABLE WINE ROSE | | \$3,172 | \$3,633 | \$4,337 | \$5,358 | \$6,671 | \$2,476 | 21.12% | 24.50% | 7.35% |
| | WHITE | OTHER | NON-VQA | \$0 | \$2 | \$80 | \$406 | \$296 | \$52 | -60.84% | -27.17% | 8.82% |
| | | | VQA | \$600 | \$59 | \$100 | \$135 | \$201 | \$49 | 27.88% | 48.67% | 17.31% |
| | | BC | NON-VQA | \$64,059 | \$66,551 | \$70,828 | \$80,570 | \$89,587 | \$25,530 | 7.67% | 11.19% | 15.49% |
| | | | VQA | \$44,849 | \$52,407 | \$59,327 | \$61,630 | \$64,067 | \$21,075 | -0.68% | 3.96% | 25.30% |
| | | TABLE WINE WHITE | | \$109,508 | \$119,019 | \$130,335 | \$142,741 | \$154,150 | \$46,707 | 3.55% | 7.99% | 19.56% |
| | | TABLE WINE | | \$209,002 | \$238,522 | \$263,083 | \$294,005 | \$317,026 | \$91,676 | 3.34% | 7.83% | 19.49% |
| WINE - GIFT PACKS | WINE - GIFT PACKS ALL | OTHER | NON-VQA | \$0 | \$0 | \$41 | \$66 | \$101 | \$0 | n/a | 53.08% | 0.00% |
| | | | VQA | \$237 | \$457 | \$505 | \$457 | \$1,073 | \$396 | 154.01% | 134.54% | 0.00% |
| | | BC | NON-VQA | \$1 | \$33 | \$0 | \$0 | \$105 | \$1 | n/a | n/a | 0.65% |
| | | | VQA | \$75 | \$94 | \$139 | \$258 | \$186 | \$23 | 158.62% | -27.87% | 0.39% |
| | WINE - GIFT PACKS ALL | | \$313 | \$584 | \$685 | \$781 | \$1,464 | \$420 | 154.68% | 87.40% | 0.13% | |
| | WINE - GIFT PACKS | | \$313 | \$584 | \$685 | \$781 | \$1,464 | \$420 | 154.68% | 87.40% | 0.13% | |
| | DOMESTIC WINE - TOTAL | | | \$223,670 | \$254,699 | \$280,467 | \$312,389 | \$335,538 | \$96,699 | 3.18% | 7.41% | 18.91% |

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|---|-----------------------------|-----------------------------|---------------|---------------|---------------|---------------|---------------|--------------------|---------------------------|--------------------------------|-----------------------------|
| APERITIF, DESSERT AND FORTIFIED WINE | FLAVOURED | AUSTRALIA | 1,806 | 2,388 | 2,502 | 2,719 | 2,830 | 581 | 17.07% | 4.11% | 2.38% |
| | | ITALY | 41 | 6 | 39 | 52 | 22 | 5 | -40.91% | -57.25% | 1.69% |
| | | UNITED STATES OF AMERICA | 0 | 0 | 0 | 14 | 5,550 | 5,104 | 37,711.11% | 41,011.11% | 0.11% |
| | | FLAVOURED | 1,847 | 2,394 | 2,541 | 2,784 | 8,403 | 5,691 | 998.05% | 201.82% | 0.88% |
| | FRUIT | ARMENIA | 0 | 36 | 133 | 49 | 62 | 0 | 100.00% | 26.15% | 0.00% |
| | | CHINA | 112 | 51 | 2 | 0 | 0 | 0 | n/a | -100.00% | 0.00% |
| | | DENMARK | 4,460 | 3,091 | 2,997 | 1,347 | 0 | 1 | -80.00% | -100.00% | 0.00% |
| | | FRANCE | 18 | 0 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | JAPAN | 6,845 | 6,636 | 6,901 | 8,696 | 9,754 | 2,246 | 3.51% | 12.16% | 24.99% |
| | | KOREA - SOUTH | 0 | 0 | 0 | 0 | 396 | 114 | n/a | n/a | 92.42% |
| | | UNITED STATES OF AMERICA | 1,100 | 1,451 | 1,449 | 1,842 | 2,128 | 675 | 58.82% | 15.49% | 86.75% |
| | | FRUIT | 12,534 | 11,265 | 11,483 | 11,935 | 12,339 | 3,037 | 12.57% | 0.07% | 37.87% |
| | MADEIRA | PORTUGAL | 5,070 | 5,232 | 5,134 | 5,595 | 5,942 | 1,049 | 2.45% | 6.20% | 24.49% |
| | | MADEIRA | 5,070 | 5,232 | 5,134 | 5,595 | 5,942 | 1,049 | 2.45% | 6.20% | 24.49% |
| MONTILLA | SPAIN | 14,005 | 9,535 | 11,033 | 10,775 | 11,615 | 2,286 | 9.36% | 7.80% | 1.82% | |
| | MONTILLA | 14,005 | 9,535 | 11,033 | 10,775 | 11,615 | 2,286 | 9.36% | 7.80% | 1.82% | |
| OTHER | AUSTRALIA | 0 | 0 | 17 | 4 | 4 | 0 | n/a | 0.00% | 0.00% | |
| | OTHER | 0 | 0 | 17 | 4 | 4 | 0 | n/a | 0.00% | 0.00% | |
| OTHER FORTIFIED | AUSTRALIA | 65 | 75 | 335 | 996 | 670 | 70 | -59.91% | -32.76% | 21.28% | |
| | CHINA | 4,504 | 5,159 | 5,502 | 5,489 | 7,176 | 1,559 | 18.30% | 30.74% | 27.52% | |
| | FRANCE | 48,699 | 44,392 | 41,508 | 39,258 | 37,236 | 7,990 | -5.89% | -5.15% | 5.72% | |
| | ITALY | 12,681 | 13,527 | 14,104 | 14,495 | 15,989 | 3,393 | 0.63% | 10.31% | 37.61% | |
| | KOREA - SOUTH | 12,192 | 13,207 | 10,621 | 8,370 | 6,748 | 1,583 | -18.82% | -19.38% | 42.90% | |
| | PORTUGAL | 0 | 192 | 55 | 2 | 0 | 0 | n/a | -100.00% | 0.00% | |
| | UNITED STATES OF AMERICA | 2,322 | 2,634 | 2,521 | 2,593 | 2,407 | 474 | -18.56% | -7.16% | 28.96% | |
| | URUGUAY | 0 | 0 | 0 | 0 | 9 | 0 | n/a | n/a | 0.00% | |
| | OTHER FORTIFIED | 80,463 | 79,184 | 74,646 | 71,203 | 70,234 | 15,068 | -5.14% | -1.37% | 19.73% | |
| PORT | AUSTRALIA | 32,970 | 35,201 | 35,588 | 34,797 | 33,242 | 6,733 | -0.77% | -4.47% | 8.25% | |

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 | |
|--|-----------|-----------------------------|----------------|-----------|-----------|-----------|-----------|--------------------|---------------------------|--------------------------------|-----------------------------|--------|
| APERITIF, DESSERT AND FORTIFIED WINE | PORT | PORTUGAL | 77,633 | 81,089 | 85,756 | 89,591 | 93,304 | 18,100 | 4.51% | 4.14% | 12.89% | |
| | | SOUTH AFRICA | 22,875 | 18,952 | 21,228 | 24,354 | 22,873 | 4,122 | -15.39% | -6.08% | 6.75% | |
| | | UNITED STATES OF AMERICA | 27 | 45 | 27 | 63 | 72 | 14 | n/a | 14.29% | 0.00% | |
| | | PORT | 133,506 | 135,287 | 142,600 | 148,805 | 149,491 | 28,968 | -0.07% | 0.46% | 10.92% | |
| | SAKE | CHINA | 1 | 0 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% | |
| | | JAPAN | 41,981 | 47,403 | 50,956 | 59,963 | 66,455 | 16,107 | 6.44% | 10.83% | 32.37% | |
| | | KOREA - SOUTH | 0 | 1,922 | 3,852 | 4,063 | 3,403 | 823 | -10.82% | -16.24% | 57.70% | |
| | | UNITED STATES OF AMERICA | 267,634 | 274,567 | 281,008 | 308,239 | 322,303 | 74,785 | 2.32% | 4.56% | 69.55% | |
| | SAKE | 309,615 | 323,892 | 335,816 | 372,265 | 392,161 | 91,716 | 2.88% | 5.34% | 63.15% | | |
| | SHERRY | AUSTRALIA | 28,882 | 31,058 | 29,747 | 30,598 | 30,090 | 6,146 | 2.30% | -1.66% | 0.96% | |
| | | NEW ZEALAND | 32,494 | 34,004 | 33,548 | 31,418 | 29,356 | 5,569 | -11.57% | -6.56% | 0.97% | |
| | | SOUTH AFRICA | 31,551 | 22,820 | 28,124 | 29,731 | 31,202 | 6,304 | 1.58% | 4.95% | 1.80% | |
| | | SPAIN | 88,237 | 87,763 | 83,367 | 82,830 | 78,799 | 13,122 | -12.56% | -4.87% | 3.45% | |
| | SHERRY | 181,164 | 175,645 | 174,787 | 174,576 | 169,448 | 31,141 | -7.09% | -2.94% | 2.27% | | |
| | VERMOUTH | FRANCE | 23,891 | 24,925 | 24,428 | 24,454 | 24,927 | 6,093 | -11.22% | 1.93% | 9.60% | |
| | | ITALY | 236,834 | 239,212 | 235,092 | 234,634 | 226,342 | 53,268 | -6.22% | -3.53% | 4.82% | |
| | | UNITED STATES OF AMERICA | 18 | 34 | 86 | 70 | 76 | 8 | 42.86% | 9.68% | 0.00% | |
| | | VERMOUTH | 260,742 | 264,170 | 259,606 | 259,157 | 251,346 | 59,368 | -6.76% | -3.01% | 5.31% | |
| IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL | | | 998,947 | 1,006,605 | 1,017,661 | 1,057,099 | 1,070,982 | 238,323 | 0.38% | 1.31% | 28.14% | |
| TABLE WINE | ARGENTINA | RED | CANADA BOTTLED | 19,069 | 15,746 | 5,776 | 1 | 0 | 0 | n/a | -100.00% | 0.00% |
| | | | IMPORT BOTTLED | 410,198 | 531,972 | 686,312 | 965,124 | 1,445,595 | 376,713 | 47.77% | 49.78% | 7.28% |
| | | | RED - TOTAL | 429,266 | 547,718 | 692,087 | 965,125 | 1,445,595 | 376,713 | 47.77% | 49.78% | 7.28% |
| | ROSE | | IMPORT BOTTLED | 0 | 0 | 0 | 180 | 9 | 9 | n/a | -95.00% | 50.00% |
| | | | ROSE - TOTAL | 0 | 0 | 0 | 180 | 9 | 9 | n/a | -95.00% | 50.00% |
| | WHITE | | IMPORT BOTTLED | 105,094 | 136,222 | 139,370 | 156,161 | 184,052 | 49,324 | 15.68% | 17.86% | 7.88% |
| | | | WHITE - TOTAL | 105,094 | 136,222 | 139,370 | 156,161 | 184,052 | 49,324 | 15.68% | 17.86% | 7.88% |
| | TOTAL | | | 534,360 | 683,939 | 831,458 | 1,121,466 | 1,629,656 | 426,046 | 43.17% | 45.31% | 7.35% |

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 | |
|---------------|-----------|----------------|----------------|-----------|-----------|-----------|-----------|--------------------|---------------------------|--------------------------------|-----------------------------|--------|
| TABLE WINE | ARMENIA | RED | IMPORT BOTTLED | 0 | 90 | 128 | 1 | 1 | 0 | n/a | 0.00% | 0.00% |
| | | | RED - TOTAL | 0 | 90 | 128 | 1 | 1 | 0 | n/a | 0.00% | 0.00% |
| | | ROSE | IMPORT BOTTLED | 0 | 18 | 45 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | | ROSE - TOTAL | 0 | 18 | 45 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | WHITE | IMPORT BOTTLED | 0 | 70 | 135 | 46 | 25 | -2 | -130.00% | -45.90% | 0.00% |
| | | | WHITE - TOTAL | 0 | 70 | 135 | 46 | 25 | -2 | -130.00% | -45.90% | 0.00% |
| | | TOTAL | 0 | 178 | 308 | 46 | 26 | -2 | -130.00% | -45.16% | 0.00% | |
| | AUSTRALIA | RED | CANADA BOTTLED | 85,998 | 92,002 | 78,326 | 72,082 | 22,795 | 3,401 | -100.05% | -79.33% | 14.68% |
| | | | IMPORT BOTTLED | 3,912,126 | 4,822,098 | 5,360,491 | 5,927,731 | 5,655,196 | 1,219,957 | -11.94% | -4.60% | 15.81% |
| | | | RED - TOTAL | 3,998,124 | 4,914,100 | 5,438,817 | 5,999,813 | 5,677,991 | 1,223,358 | -12.68% | -5.36% | 15.80% |
| ROSE | | IMPORT BOTTLED | 7,357 | 23,300 | 30,913 | 27,340 | 19,939 | 6,460 | -20.09% | -27.07% | 7.74% | |
| | | ROSE - TOTAL | 7,357 | 23,300 | 30,913 | 27,340 | 19,939 | 6,460 | -20.09% | -27.07% | 7.74% | |
| WHITE | | CANADA BOTTLED | 165,810 | 149,675 | 130,668 | 108,089 | 25,332 | 2,602 | -99.53% | -81.36% | 15.48% | |
| | | IMPORT BOTTLED | 1,597,580 | 1,732,510 | 1,943,719 | 2,237,051 | 2,368,031 | 584,958 | -5.50% | 5.86% | 13.56% | |
| | | WHITE - TOTAL | 1,763,390 | 1,882,185 | 2,074,386 | 2,345,140 | 2,393,363 | 587,560 | -9.05% | 2.06% | 13.58% | |
| | | TOTAL | 5,768,871 | 6,819,585 | 7,544,116 | 8,372,294 | 8,091,292 | 1,817,378 | -11.57% | -3.36% | 15.12% | |
| AUSTRIA | RED | IMPORT BOTTLED | 608 | 433 | 662 | 1,244 | 1,292 | 236 | -4.27% | 3.86% | 9.75% | |
| | | RED - TOTAL | 608 | 433 | 662 | 1,244 | 1,292 | 236 | -4.27% | 3.86% | 9.75% | |
| | ROSE | IMPORT BOTTLED | 0 | 0 | 0 | 333 | 304 | 63 | -80.00% | -8.78% | 35.06% | |
| | | ROSE - TOTAL | 0 | 0 | 0 | 333 | 304 | 63 | -80.00% | -8.78% | 35.06% | |
| | WHITE | IMPORT BOTTLED | 3,037 | 3,755 | 5,526 | 8,722 | 8,308 | 2,010 | 7.83% | -4.74% | 33.18% | |
| | | WHITE - TOTAL | 3,037 | 3,755 | 5,526 | 8,722 | 8,308 | 2,010 | 7.83% | -4.74% | 33.18% | |
| | TOTAL | 3,644 | 4,188 | 6,189 | 10,299 | 9,904 | 2,308 | -4.81% | -3.83% | 30.18% | | |
| BULGARIA | RED | IMPORT BOTTLED | 67,515 | 64,126 | 43,327 | 37,814 | 19,736 | 925 | -82.74% | -47.81% | 1.06% | |
| | | RED - TOTAL | 67,515 | 64,126 | 43,327 | 37,814 | 19,736 | 925 | -82.74% | -47.81% | 1.06% | |
| | WHITE | IMPORT BOTTLED | -3 | 0 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% | |
| | | WHITE - TOTAL | -3 | 0 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% | |
| | | TOTAL | 67,512 | 64,126 | 43,327 | 37,814 | 19,736 | 925 | -82.74% | -47.81% | 1.06% | |
| CHILE | RED | CANADA BOTTLED | 410,132 | 379,804 | 359,128 | 331,095 | 308,437 | 72,322 | -6.57% | -6.84% | 19.88% | |

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 | |
|-------------------|-------|----------------|----------------|----------------|-----------|-----------|-----------|--------------------|---------------------------|--------------------------------|-----------------------------|---------|
| TABLE WINE | CHILE | RED | IMPORT BOTTLED | 1,336,201 | 1,407,331 | 1,501,907 | 1,711,495 | 1,986,609 | 466,016 | 8.18% | 16.07% | 9.73% |
| | | | RED - TOTAL | 1,746,333 | 1,787,135 | 1,861,036 | 2,042,590 | 2,295,046 | 538,337 | 5.93% | 12.36% | 11.09% |
| | | ROSE | IMPORT BOTTLED | 310 | 176 | 422 | 2,663 | 7,282 | 3,154 | 185.54% | 173.44% | 2.53% |
| | | | ROSE - TOTAL | 310 | 176 | 422 | 2,663 | 7,282 | 3,154 | 185.54% | 173.44% | 2.53% |
| | | WHITE | CANADA BOTTLED | 272,260 | 267,254 | 260,410 | 237,330 | 231,294 | 61,418 | 1.10% | -2.54% | 18.59% |
| | | | IMPORT BOTTLED | 487,994 | 494,070 | 521,842 | 655,167 | 747,123 | 212,320 | 6.95% | 14.04% | 15.58% |
| | | | WHITE - TOTAL | 760,254 | 761,325 | 782,252 | 892,497 | 978,418 | 273,738 | 5.58% | 9.63% | 16.29% |
| | | | TOTAL | 2,506,897 | 2,548,636 | 2,643,710 | 2,937,750 | 3,280,746 | 815,229 | 6.07% | 11.68% | 12.62% |
| | | CHINA | RED | IMPORT BOTTLED | 0 | 0 | 0 | 984 | 4,264 | 1,071 | 37.84% | 333.38% |
| | | | RED - TOTAL | 0 | 0 | 0 | 984 | 4,264 | 1,071 | 37.84% | 333.38% | 7.95% |
| | WHITE | | IMPORT BOTTLED | 0 | 0 | 0 | 183 | 404 | 73 | -34.46% | 120.49% | 8.92% |
| | | | WHITE - TOTAL | 0 | 0 | 0 | 183 | 404 | 73 | -34.46% | 120.49% | 8.92% |
| | | | TOTAL | 0 | 0 | 0 | 1,167 | 4,668 | 1,144 | 28.80% | 300.00% | 8.03% |
| CROATIA | RED | IMPORT BOTTLED | 13,028 | 7,702 | 5,457 | 5,095 | 5,069 | 1,172 | 48.15% | -0.50% | 1.14% | |
| | | RED - TOTAL | 13,028 | 7,702 | 5,457 | 5,095 | 5,069 | 1,172 | 48.15% | -0.50% | 1.14% | |
| | WHITE | IMPORT BOTTLED | 617 | 326 | 400 | 332 | 36 | 0 | -100.00% | -89.16% | 0.00% | |
| | | WHITE - TOTAL | 617 | 326 | 400 | 332 | 36 | 0 | -100.00% | -89.16% | 0.00% | |
| | | TOTAL | 13,646 | 8,027 | 5,857 | 5,427 | 5,105 | 1,172 | 41.96% | -5.93% | 1.14% | |
| CZECH REPUBLIC | RED | IMPORT BOTTLED | 0 | 728 | 1,898 | 2,113 | 1,135 | 229 | -55.80% | -46.29% | 0.53% | |
| | | RED - TOTAL | 0 | 728 | 1,898 | 2,113 | 1,135 | 229 | -55.80% | -46.29% | 0.53% | |
| | WHITE | IMPORT BOTTLED | 0 | 216 | 1,468 | 1,084 | 1,444 | 248 | -38.93% | 33.22% | 0.10% | |
| | | WHITE - TOTAL | 0 | 216 | 1,468 | 1,084 | 1,444 | 248 | -38.93% | 33.22% | 0.10% | |
| | | TOTAL | 0 | 944 | 3,366 | 3,196 | 2,578 | 477 | -48.38% | -19.33% | 0.29% | |
| FRANCE | RED | CANADA BOTTLED | 86,163 | 101,532 | 112,664 | 121,828 | 130,544 | 33,068 | 5.73% | 7.15% | 2.64% | |
| | | IMPORT BOTTLED | 1,135,859 | 1,116,967 | 1,119,704 | 1,416,022 | 1,490,521 | 329,576 | 1.01% | 5.26% | 10.91% | |
| | | RED - TOTAL | 1,222,022 | 1,218,499 | 1,232,368 | 1,537,850 | 1,621,065 | 362,644 | 1.42% | 5.41% | 10.25% | |
| | ROSE | IMPORT BOTTLED | 19,951 | 21,629 | 27,788 | 35,021 | 43,798 | 19,904 | 21.86% | 25.06% | 10.89% | |
| | | ROSE - TOTAL | 19,951 | 21,629 | 27,788 | 35,021 | 43,798 | 19,904 | 21.86% | 25.06% | 10.89% | |
| | WHITE | CANADA BOTTLED | 45,544 | 46,996 | 52,068 | 53,640 | 59,606 | 15,848 | 4.26% | 11.12% | 1.83% | |
| | | | | | | | | | | | | |

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 | |
|---------------|-------------------|----------------|---------------------------|-----------|-----------|-----------|-----------|--------------------|---------------------------|--------------------------------|-----------------------------|--------|
| TABLE WINE | FRANCE | WHITE | IMPORT BOTTLED | 714,067 | 686,637 | 668,388 | 697,541 | 725,499 | 187,542 | -1.36% | 4.01% | 14.85% |
| | | | WHITE - TOTAL | 759,611 | 733,633 | 720,456 | 751,181 | 785,105 | 203,390 | -0.94% | 4.52% | 13.86% |
| | | | TOTAL | 2,001,583 | 1,973,761 | 1,980,611 | 2,324,052 | 2,449,968 | 585,938 | 1.16% | 5.42% | 11.41% |
| GERMANY | ICE WINE WHITE | IMPORT BOTTLED | 23 | 68 | 58 | 12 | 3 | 1 | -80.00% | -72.73% | 0.00% | |
| | | | ICE WINE WHITE - TOTAL | 23 | 68 | 58 | 12 | 3 | 1 | -80.00% | -72.73% | 0.00% |
| | RED | IMPORT BOTTLED | 4,481 | 4,444 | 5,456 | 6,804 | 14,200 | 3,628 | 153.51% | 108.70% | 0.83% | |
| | | | RED - TOTAL | 4,481 | 4,444 | 5,456 | 6,804 | 14,200 | 3,628 | 153.51% | 108.70% | 0.83% |
| | WHITE | IMPORT BOTTLED | 416,442 | 410,368 | 429,203 | 465,129 | 476,254 | 113,661 | -0.21% | 2.39% | 7.13% | |
| | | | WHITE - TOTAL | 416,442 | 410,368 | 429,203 | 465,129 | 476,254 | 113,661 | -0.21% | 2.39% | 7.13% |
| | | TOTAL | 420,946 | 414,880 | 434,717 | 471,945 | 490,457 | 117,289 | 1.69% | 3.92% | 6.95% | |
| GREECE | RED | IMPORT BOTTLED | 150,365 | 125,243 | 114,596 | 105,366 | 92,603 | 18,091 | -26.92% | -12.11% | 64.18% | |
| | | | RED - TOTAL | 150,365 | 125,243 | 114,596 | 105,366 | 92,603 | 18,091 | -26.92% | -12.11% | 64.18% |
| | ROSE | IMPORT BOTTLED | 2 | 10 | 3 | 0 | 9 | 0 | n/a | n/a | 0.00% | |
| | | | ROSE - TOTAL | 2 | 10 | 3 | 0 | 9 | 0 | n/a | n/a | 0.00% |
| | WHITE | IMPORT BOTTLED | 123,396 | 101,522 | 93,791 | 85,078 | 74,051 | 16,364 | -29.10% | -12.96% | 60.92% | |
| | | | WHITE - TOTAL | 123,396 | 101,522 | 93,791 | 85,078 | 74,051 | 16,364 | -29.10% | -12.96% | 60.92% |
| | | TOTAL | 273,763 | 226,776 | 208,391 | 190,444 | 166,663 | 34,455 | -27.97% | -12.49% | 62.73% | |
| HUNGARY | RED | IMPORT BOTTLED | 52,535 | 46,389 | 44,891 | 42,375 | 39,578 | 8,164 | -23.78% | -6.60% | 1.66% | |
| | | | RED - TOTAL | 52,535 | 46,389 | 44,891 | 42,375 | 39,578 | 8,164 | -23.78% | -6.60% | 1.66% |
| | WHITE | IMPORT BOTTLED | 109,336 | 111,974 | 118,134 | 103,462 | 98,021 | 23,736 | -17.08% | -5.26% | 5.62% | |
| | | | WHITE - TOTAL | 109,336 | 111,974 | 118,134 | 103,462 | 98,021 | 23,736 | -17.08% | -5.26% | 5.62% |
| | | TOTAL | 161,871 | 158,363 | 163,025 | 145,838 | 137,599 | 31,900 | -18.90% | -5.65% | 4.48% | |
| INDIA | RED | CANADA BOTTLED | 3 | 0 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% | |
| | | | IMPORT BOTTLED | 0 | 173 | 513 | 376 | 18 | 0 | -100.00% | -95.21% | 0.00% |
| | | | RED - TOTAL | 3 | 173 | 513 | 376 | 18 | 0 | -100.00% | -95.21% | 0.00% |
| | ROSE | IMPORT BOTTLED | 0 | 140 | 24 | 187 | 397 | 252 | 88.76% | 112.45% | 0.00% | |
| | | | ROSE - TOTAL | 0 | 140 | 24 | 187 | 397 | 252 | 88.76% | 112.45% | 0.00% |
| | | WHITE | CANADA BOTTLED | 4 | 0 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |

IMPORT WINE MARKET
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SALES IN LITRES

| | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 | |
|-------------------------|---------|----------------|----------------|-----------|-----------|-----------|-----------|--------------------|---------------------------|--------------------------------|-----------------------------|--------|
| TABLE WINE | INDIA | WHITE | IMPORT BOTTLED | 0 | 200 | 468 | 435 | 31 | 1 | -98.75% | -92.93% | 0.00% |
| | | | WHITE - TOTAL | 4 | 200 | 468 | 435 | 31 | 1 | -98.75% | -92.93% | 0.00% |
| | | TOTAL | 8 | 514 | 1,005 | 998 | 446 | 253 | 18.25% | -55.34% | 0.00% | |
| ISRAEL | RED | IMPORT BOTTLED | 6,647 | 4,684 | 1,254 | 233 | 8,462 | 1,858 | 17,600.00% | 3,527.65% | 4.28% | |
| | | RED - TOTAL | 6,647 | 4,684 | 1,254 | 233 | 8,462 | 1,858 | 17,600.00% | 3,527.65% | 4.28% | |
| | WHITE | IMPORT BOTTLED | 1,726 | 1,435 | 208 | 19 | 3,512 | 610 | 81,300.00% | 18,633.33% | 5.27% | |
| | | WHITE - TOTAL | 1,726 | 1,435 | 208 | 19 | 3,512 | 610 | 81,300.00% | 18,633.33% | 5.27% | |
| | TOTAL | 8,374 | 6,119 | 1,462 | 252 | 11,974 | 2,469 | 21,846.67% | 4,651.59% | 4.57% | | |
| ITALY | RED | IMPORT BOTTLED | 2,130,913 | 2,028,507 | 2,050,838 | 2,174,874 | 2,270,956 | 524,997 | 1.44% | 4.42% | 16.84% | |
| | | RED - TOTAL | 2,130,913 | 2,028,507 | 2,050,838 | 2,174,874 | 2,270,956 | 524,997 | 1.44% | 4.42% | 16.84% | |
| | ROSE | IMPORT BOTTLED | 1,644 | 3,970 | 2,316 | 3,622 | 2,370 | 746 | -42.02% | -34.56% | 29.65% | |
| | | ROSE - TOTAL | 1,644 | 3,970 | 2,316 | 3,622 | 2,370 | 746 | -42.02% | -34.56% | 29.65% | |
| | WHITE | IMPORT BOTTLED | 882,593 | 852,200 | 926,450 | 1,060,844 | 1,141,550 | 314,146 | 3.63% | 7.61% | 19.60% | |
| | | WHITE - TOTAL | 882,593 | 852,200 | 926,450 | 1,060,844 | 1,141,550 | 314,146 | 3.63% | 7.61% | 19.60% | |
| | TOTAL | 3,015,151 | 2,884,677 | 2,979,604 | 3,239,340 | 3,414,877 | 839,890 | 2.18% | 5.42% | 17.77% | | |
| | LEBANON | RED | IMPORT BOTTLED | 464 | 399 | 476 | 1,177 | 1,029 | 140 | -35.52% | -12.56% | 29.23% |
| | | | RED - TOTAL | 464 | 399 | 476 | 1,177 | 1,029 | 140 | -35.52% | -12.56% | 29.23% |
| ROSE | | IMPORT BOTTLED | 0 | 0 | 54 | 58 | 187 | 70 | 123.81% | 219.23% | 0.00% | |
| | | ROSE - TOTAL | 0 | 0 | 54 | 58 | 187 | 70 | 123.81% | 219.23% | 0.00% | |
| WHITE | | IMPORT BOTTLED | 27 | 0 | 0 | 89 | 233 | 27 | -56.63% | 161.34% | 33.44% | |
| | | WHITE - TOTAL | 27 | 0 | 0 | 89 | 233 | 27 | -56.63% | 161.34% | 33.44% | |
| TOTAL | 491 | 399 | 530 | 1,324 | 1,449 | 238 | -23.61% | 9.40% | 32.35% | | | |
| MEXICO | RED | IMPORT BOTTLED | 737 | 916 | 505 | 556 | 1,275 | 302 | 114.97% | 129.11% | 12.65% | |
| | | RED - TOTAL | 737 | 916 | 505 | 556 | 1,275 | 302 | 114.97% | 129.11% | 12.65% | |
| | WHITE | IMPORT BOTTLED | 17 | 16 | 0 | 0 | 63 | 9 | n/a | n/a | 28.57% | |
| | | WHITE - TOTAL | 17 | 16 | 0 | 0 | 63 | 9 | n/a | n/a | 28.57% | |
| | TOTAL | 754 | 933 | 505 | 556 | 1,338 | 310 | 114.97% | 129.11% | 13.40% | | |
| MOLDOVA, REPUBLIC OF | RED | IMPORT BOTTLED | 0 | 0 | 0 | 214 | 131 | 36 | -20.00% | -38.81% | 93.14% | |
| | | RED - TOTAL | 0 | 0 | 0 | 214 | 131 | 36 | -20.00% | -38.81% | 93.14% | |

IMPORT WINE MARKET
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SALES IN LITRES

| | | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|---------------|-------------------------|--------------|----------------------|----------------|----------------|----------------|----------------|----------------|--------------------|---------------------------|--------------------------------|-----------------------------|
| TABLE WINE | MOLDOVA, REPUBLIC OF | WHITE | IMPORT BOTTLED | 0 | 0 | 0 | 88 | 18 | 0 | -100.00% | -79.66% | 0.00% |
| | | | WHITE - TOTAL | 0 | 0 | 0 | 88 | 18 | 0 | -100.00% | -79.66% | 0.00% |
| | | TOTAL | | 0 | 0 | 0 | 303 | 149 | 36 | -38.46% | -50.74% | 87.94% |
| | MONTENEGRO | RED | IMPORT BOTTLED | 1,108 | 3,393 | 4,037 | 4,341 | 4,648 | 981 | 16.06% | 7.08% | 3.08% |
| | | | RED - TOTAL | 1,108 | 3,393 | 4,037 | 4,341 | 4,648 | 981 | 16.06% | 7.08% | 3.08% |
| | | TOTAL | | 1,108 | 3,393 | 4,037 | 4,341 | 4,648 | 981 | 16.06% | 7.08% | 3.08% |
| | MOROCCO | RED | IMPORT BOTTLED | 0 | 22 | 474 | 646 | 476 | 88 | -34.27% | -26.25% | 39.37% |
| | | | RED - TOTAL | 0 | 22 | 474 | 646 | 476 | 88 | -34.27% | -26.25% | 39.37% |
| | | TOTAL | | 0 | 22 | 474 | 646 | 476 | 88 | -34.27% | -26.25% | 39.37% |
| | NEW ZEALAND | RED | IMPORT BOTTLED | 7,672 | 18,159 | 32,626 | 50,959 | 65,303 | 15,871 | 10.23% | 28.15% | 24.46% |
| | | | RED - TOTAL | 7,672 | 18,159 | 32,626 | 50,959 | 65,303 | 15,871 | 10.23% | 28.15% | 24.46% |
| | | ROSE | IMPORT BOTTLED | 0 | 235 | 668 | 916 | 3,146 | 1,156 | 108.66% | 243.21% | 18.12% |
| | | | ROSE - TOTAL | 0 | 235 | 668 | 916 | 3,146 | 1,156 | 108.66% | 243.21% | 18.12% |
| | | WHITE | IMPORT BOTTLED | 147,175 | 211,369 | 320,427 | 435,404 | 518,755 | 151,472 | 10.54% | 19.14% | 31.09% |
| | | | WHITE - TOTAL | 147,175 | 211,369 | 320,427 | 435,404 | 518,755 | 151,472 | 10.54% | 19.14% | 31.09% |
| | | TOTAL | | 154,847 | 229,762 | 353,721 | 487,280 | 587,204 | 168,500 | 10.86% | 20.51% | 30.28% |
| | | RED | IMPORT BOTTLED | 99,942 | 89,976 | 81,150 | 87,952 | 102,439 | 21,668 | 9.36% | 16.47% | 7.90% |
| | | | RED - TOTAL | 99,942 | 89,976 | 81,150 | 87,952 | 102,439 | 21,668 | 9.36% | 16.47% | 7.90% |
| | PORTUGAL | ROSE | IMPORT BOTTLED | 65,868 | 63,798 | 59,718 | 62,792 | 65,706 | 17,029 | 3.43% | 4.64% | 3.42% |
| | | | ROSE - TOTAL | 65,868 | 63,798 | 59,718 | 62,792 | 65,706 | 17,029 | 3.43% | 4.64% | 3.42% |
| | | WHITE | IMPORT BOTTLED | 33,121 | 41,600 | 48,618 | 59,847 | 75,287 | 28,048 | 19.79% | 25.80% | 4.55% |
| | | | WHITE - TOTAL | 33,121 | 41,600 | 48,618 | 59,847 | 75,287 | 28,048 | 19.79% | 25.80% | 4.55% |
| | | TOTAL | | 198,931 | 195,374 | 189,486 | 210,591 | 243,432 | 66,746 | 11.82% | 15.59% | 5.66% |
| | ROMANIA | RED | IMPORT BOTTLED | 242 | 1,547 | 2,662 | 846 | 8 | 0 | n/a | -99.11% | 0.00% |
| | | | RED - TOTAL | 242 | 1,547 | 2,662 | 846 | 8 | 0 | n/a | -99.11% | 0.00% |
| | | ROSE | IMPORT BOTTLED | 0 | 0 | 134 | 36 | 0 | 0 | n/a | -100.00% | 0.00% |
| | | | ROSE - TOTAL | 0 | 0 | 134 | 36 | 0 | 0 | n/a | -100.00% | 0.00% |
| | | WHITE | IMPORT BOTTLED | 0 | 36 | 791 | 261 | 4 | 0 | n/a | -98.28% | 0.00% |
| | | | WHITE - TOTAL | 0 | 36 | 791 | 261 | 4 | 0 | n/a | -98.28% | 0.00% |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
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IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|---------------|--------------------|-------|----------------|---------|---------|-----------|-----------|--------------------|---------------------------|--------------------------------|-----------------------------|
| TABLE WINE | ROMANIA | TOTAL | 242 | 1,583 | 3,588 | 1,143 | 12 | 0 | n/a | -98.95% | 0.00% |
| | SLOVAK REPUBLIC | RED | IMPORT BOTTLED | 217 | 116 | 501 | 707 | 9 | 0 | -100.00% | 0.00% |
| | | | RED - TOTAL | 217 | 116 | 501 | 707 | 9 | 0 | -100.00% | 0.00% |
| | | WHITE | IMPORT BOTTLED | 110 | 203 | 5 | 2 | 0 | 0 | n/a | 0.00% |
| | | | WHITE - TOTAL | 110 | 203 | 5 | 2 | 0 | 0 | n/a | 0.00% |
| | | TOTAL | 326 | 319 | 506 | 710 | 9 | 0 | -100.00% | -98.73% | 0.00% |
| | SLOVENIA | WHITE | IMPORT BOTTLED | 0 | 0 | 0 | 0 | 18 | 9 | n/a | 0.00% |
| | | | WHITE - TOTAL | 0 | 0 | 0 | 0 | 18 | 9 | n/a | 0.00% |
| | | TOTAL | 0 | 0 | 0 | 0 | 18 | 9 | n/a | n/a | 0.00% |
| | SOUTH AFRICA | RED | CANADA BOTTLED | 10,072 | 164 | -1 | 84 | 864 | 95 | 13.10% | 928.57% |
| | | | IMPORT BOTTLED | 383,541 | 550,446 | 594,302 | 659,876 | 690,248 | 151,402 | -5.03% | 8.12% |
| | | | RED - TOTAL | 393,613 | 550,610 | 594,302 | 659,960 | 691,112 | 151,497 | -5.02% | 8.11% |
| | | ROSE | IMPORT BOTTLED | 9,069 | 6,826 | 6,710 | 1,850 | 1,784 | 580 | 37.72% | -3.53% |
| | | | ROSE - TOTAL | 9,069 | 6,826 | 6,710 | 1,850 | 1,784 | 580 | 37.72% | 6.47% |
| | | WHITE | CANADA BOTTLED | 1,708 | 6 | -2 | 60 | 731 | 180 | 200.00% | 1,118.33% |
| | | | IMPORT BOTTLED | 247,486 | 321,160 | 347,929 | 369,254 | 384,262 | 104,362 | -2.49% | 12.48% |
| | | | WHITE - TOTAL | 249,195 | 321,166 | 347,927 | 369,314 | 384,993 | 104,542 | -2.38% | 12.46% |
| | | TOTAL | 651,877 | 878,603 | 948,939 | 1,031,122 | 1,077,888 | 256,619 | -3.90% | 4.54% | 9.66% |
| | SPAIN | RED | IMPORT BOTTLED | 407,847 | 439,500 | 489,048 | 643,302 | 757,346 | 164,981 | -3.37% | 17.73% |
| | | | RED - TOTAL | 407,847 | 439,500 | 489,048 | 643,302 | 757,346 | 164,981 | -3.37% | 8.43% |
| | | ROSE | IMPORT BOTTLED | 4,310 | 4,960 | 7,210 | 7,594 | 11,002 | 5,812 | 82.89% | 8.24% |
| | | | ROSE - TOTAL | 4,310 | 4,960 | 7,210 | 7,594 | 11,002 | 5,812 | 82.89% | 8.24% |
| | | WHITE | IMPORT BOTTLED | 25,558 | 26,857 | 27,701 | 30,965 | 44,629 | 12,086 | 6.65% | 15.44% |
| | | | WHITE - TOTAL | 25,558 | 26,857 | 27,701 | 30,965 | 44,629 | 12,086 | 6.65% | 15.44% |
| | | TOTAL | 437,715 | 471,317 | 523,959 | 681,862 | 812,977 | 182,878 | -1.28% | 19.23% | 8.81% |
| | SWITZERLAND | RED | IMPORT BOTTLED | 0 | 0 | 0 | 0 | 72 | 18 | n/a | 0.00% |
| | | | RED - TOTAL | 0 | 0 | 0 | 0 | 72 | 18 | n/a | 0.00% |
| | | WHITE | IMPORT BOTTLED | 0 | 0 | 0 | 0 | 63 | 18 | n/a | 0.00% |
| | | | WHITE - TOTAL | 0 | 0 | 0 | 0 | 63 | 18 | n/a | 0.00% |

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 | |
|---------------------------|--------------------------------|---------------------------|----------------|------------|------------|------------|------------|--------------------|---------------------------|--------------------------------|-----------------------------|--------|
| TABLE WINE | SWITZERLAND | TOTAL | 0 | 0 | 0 | 0 | 135 | 36 | n/a | n/a | 0.00% | |
| | UNITED STATES OF AMERICA | ICE WINE | IMPORT BOTTLED | 0 | 0 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | ICE WINE WHITE - TOTAL | 0 | 0 | 0 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | RED | CANADA BOTTLED | 352,277 | 416,885 | 444,541 | 453,255 | 472,780 | 117,464 | 0.35% | 4.31% | 7.21% |
| | | IMPORT BOTTLED | 1,464,653 | 1,768,228 | 1,975,272 | 2,269,864 | 2,662,258 | 637,443 | 12.66% | 17.29% | 19.01% | |
| | | RED - TOTAL | 1,816,930 | 2,185,113 | 2,419,813 | 2,723,119 | 3,135,038 | 754,907 | 10.55% | 15.13% | 17.23% | |
| | ROSE | CANADA BOTTLED | 23,342 | 19,660 | 18,175 | 13,096 | 11,684 | 3,045 | -19.44% | -10.78% | 4.57% | |
| | | IMPORT BOTTLED | 502,025 | 518,540 | 518,086 | 521,496 | 529,514 | 135,493 | -5.08% | 1.54% | 8.83% | |
| | | ROSE - TOTAL | 525,367 | 538,200 | 536,261 | 534,592 | 541,197 | 138,538 | -5.45% | 1.24% | 8.74% | |
| | WHITE | CANADA BOTTLED | 357,800 | 358,251 | 322,509 | 271,583 | 260,432 | 69,547 | -6.96% | -4.11% | 4.42% | |
| | | IMPORT BOTTLED | 994,260 | 1,069,536 | 1,170,367 | 1,329,030 | 1,527,208 | 442,300 | 17.82% | 14.91% | 15.02% | |
| | | WHITE - TOTAL | 1,352,059 | 1,427,787 | 1,492,876 | 1,600,613 | 1,787,640 | 511,847 | 13.70% | 11.68% | 13.48% | |
| | TOTAL | | 3,694,356 | 4,151,101 | 4,448,951 | 4,858,323 | 5,463,875 | 1,405,292 | 9.83% | 12.46% | 15.16% | |
| | URUGUAY | RED | IMPORT BOTTLED | 0 | 0 | 54 | 628 | 919 | 225 | 322.54% | 46.36% | 10.61% |
| | | RED - TOTAL | 0 | 0 | 54 | 628 | 919 | 225 | 322.54% | 46.36% | 10.61% | |
| | | TOTAL | 0 | 0 | 54 | 628 | 919 | 225 | 322.54% | 46.36% | 10.61% | |
| | IMPORT TABLE WINE - SUMMARY | | CANADA BOTTLED | 1,830,182 | 1,847,975 | 1,784,262 | 1,662,143 | 1,524,498 | 378,990 | -10.40% | -8.28% | 10.64% |
| | IMPORT BOTTLED | 18,087,091 | 19,879,544 | 21,537,630 | 24,479,013 | 26,385,727 | 6,379,838 | 1.95% | 7.79% | 14.51% | | |
| IMPORT TABLE WINE - TOTAL | | | 19,917,273 | 21,727,519 | 23,321,892 | 26,141,157 | 27,910,225 | 6,758,828 | 1.17% | 6.77% | 14.30% | |
| SPARKLING WINE | ARGENTINA | WHITE | 0 | 0 | 22 | 310 | 1,169 | 271 | 161.59% | 276.57% | 6.54% | |
| | | TOTAL | 0 | 0 | 22 | 310 | 1,169 | 271 | 161.59% | 276.57% | 6.54% | |
| | AUSTRALIA | RED | 11,360 | 16,096 | 16,718 | 15,334 | 15,764 | 3,188 | -18.50% | 2.80% | 1.95% | |
| | | ROSE | 0 | 0 | 236 | 22,622 | 38,419 | 9,249 | 49.71% | 69.83% | 6.26% | |
| | | WHITE | 67,540 | 66,548 | 66,857 | 87,339 | 114,903 | 25,549 | 8.24% | 31.56% | 7.34% | |
| | | TOTAL | 78,900 | 82,643 | 83,810 | 125,295 | 169,085 | 37,985 | 12.74% | 34.95% | 6.59% | |
| | CHILE | RED | 0 | 0 | 0 | 1 | 0 | 0 | -100.00% | -100.00% | 0.00% | |
| | | ROSE | 171 | 162 | 17 | 0 | 7,465 | 2,752 | n/a | n/a | 5.79% | |
| | | WHITE | 240 | 609 | 1,403 | 1,851 | 1,054 | 207 | -17.61% | -43.04% | 12.94% | |

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 | |
|----------------|-------------------|------------------|---------|---------|---------|---------|--------------------|---------------------------|--------------------------------|-----------------------------|--------|
| SPARKLING WINE | CHILE | TOTAL | 411 | 771 | 1,420 | 1,852 | 8,519 | 2,959 | -17.86% | -43.07% | 6.68% |
| | CZECH REPUBLIC | WHITE | 0 | 180 | 675 | 242 | 1,044 | 333 | 164.29% | 330.96% | 0.00% |
| | | TOTAL | 0 | 180 | 675 | 242 | 1,044 | 333 | 164.29% | 330.96% | 0.00% |
| | FRANCE | ROSE | 12,354 | 14,234 | 15,955 | 17,093 | 29,372 | 6,843 | 74.48% | 71.84% | 13.90% |
| | | WHITE | 155,250 | 167,776 | 183,042 | 194,317 | 202,674 | 42,047 | -5.50% | 4.30% | 26.22% |
| | | WHITE TABLE WINE | 0 | 0 | 0 | 1,492 | 4,160 | 1,110 | 147.91% | 178.69% | 17.35% |
| | | TOTAL | 167,604 | 182,010 | 198,996 | 212,902 | 236,205 | 49,999 | 2.33% | 10.95% | 24.53% |
| | GERMANY | ROSE | 0 | 0 | 18 | 0 | 27 | 0 | n/a | n/a | 0.00% |
| | | WHITE | 116,035 | 121,535 | 128,664 | 139,837 | 149,118 | 30,511 | 0.07% | 6.64% | 11.28% |
| | | TOTAL | 116,035 | 121,535 | 128,682 | 139,837 | 149,145 | 30,511 | 0.07% | 6.64% | 11.28% |
| | HUNGARY | WHITE | 9,284 | 12,554 | 13,443 | 13,033 | 14,288 | 3,493 | 17.57% | 9.63% | 2.38% |
| | | TOTAL | 9,284 | 12,554 | 13,443 | 13,033 | 14,288 | 3,493 | 17.57% | 9.63% | 2.38% |
| | INDIA | WHITE | 0 | 94 | 58 | 19 | 2 | 0 | n/a | -92.00% | 0.00% |
| | | TOTAL | 0 | 94 | 58 | 19 | 2 | 0 | n/a | -92.00% | 0.00% |
| | ISRAEL | WHITE | 0 | 0 | 0 | 0 | 90 | 4 | n/a | n/a | 0.00% |
| | | TOTAL | 0 | 0 | 0 | 0 | 90 | 4 | n/a | n/a | 0.00% |
| | ITALY | RED | 65 | 83 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | ROSE | 228 | 566 | 959 | 1,115 | 4,132 | 1,668 | 310.33% | 270.48% | 13.81% |
| | | WHITE | 73,763 | 71,928 | 82,865 | 101,235 | 123,326 | 28,699 | 23.13% | 21.82% | 14.94% |
| | | TOTAL | 74,056 | 72,578 | 83,824 | 102,350 | 127,458 | 30,367 | 28.05% | 24.53% | 14.91% |
| | NEW ZEALAND | WHITE | 171 | 230 | 971 | 2,279 | 5,287 | 1,065 | 148.69% | 131.95% | 20.17% |
| | | TOTAL | 171 | 230 | 971 | 2,279 | 5,287 | 1,065 | 148.69% | 131.95% | 20.17% |
| | PORTUGAL | WHITE | 0 | 0 | 0 | 90 | 0 | 0 | -100.00% | -100.00% | 0.00% |
| | | TOTAL | 0 | 0 | 0 | 90 | 0 | 0 | -100.00% | -100.00% | 0.00% |
| | SOUTH AFRICA | WHITE | 254 | 1,340 | 1,618 | 1,642 | 1,698 | 342 | -16.48% | 3.43% | 4.64% |
| | | TOTAL | 254 | 1,340 | 1,618 | 1,642 | 1,698 | 342 | -16.48% | 3.43% | 4.64% |
| | SPAIN | ROSE | 7,792 | 12,962 | 12,189 | 16,461 | 15,037 | 3,608 | -13.55% | -8.65% | 7.82% |
| | | WHITE | 241,032 | 237,438 | 234,755 | 256,651 | 261,905 | 53,790 | -6.65% | 2.05% | 16.23% |
| | | TOTAL | 248,824 | 250,400 | 246,944 | 273,112 | 276,942 | 57,397 | -7.12% | 1.40% | 15.77% |

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN LITRES

| | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|----------------------------------|--------------------------------|-----------------------------|------------|------------|------------|------------|------------|--------------------|---------------------------|--------------------------------|-----------------------------|
| SPARKLING WINE | UNITED STATES OF AMERICA | ROSE | 3,043 | 3,308 | 1,852 | 944 | 1,664 | 486 | 80.50% | 76.31% | 1.62% |
| | | WHITE | 114,033 | 118,629 | 130,604 | 130,873 | 134,653 | 28,166 | 10.60% | 2.89% | 15.60% |
| | | TOTAL | 117,076 | 121,937 | 132,456 | 131,817 | 136,317 | 28,652 | 11.33% | 3.41% | 15.43% |
| IMPORT SPARKLING WINE - TOTAL | | | 812,614 | 846,272 | 892,920 | 1,004,780 | 1,127,248 | 243,378 | 6.46% | 12.19% | 15.24% |
| WINE - GIFT PACKS | | AUSTRALIA | 10,191 | 32,191 | 36,210 | 34,292 | 41,309 | 9 | -97.77% | 20.46% | 0.73% |
| | | CHILE | 16 | 3,897 | 33 | 3 | 0 | 0 | n/a | -100.00% | 0.00% |
| | | FRANCE | 4 | 688 | 452 | 1,992 | 861 | 86 | -9.45% | -56.80% | 3.97% |
| | | ITALY | 0 | 0 | 3,164 | 4,224 | 1,983 | 0 | -100.00% | -53.05% | 0.00% |
| | | UNITED STATES OF AMERICA | 24,804 | 52,680 | 12,460 | 2,090 | 30 | 2 | -98.91% | -98.56% | 0.00% |
| IMPORT WINE - GIFT PACKS - TOTAL | | | 35,016 | 89,456 | 52,319 | 42,600 | 44,182 | 97 | -85.04% | 3.72% | 0.82% |
| IMPORT WINE - TOTAL | | | 21,763,850 | 23,669,852 | 25,284,792 | 28,245,635 | 30,152,638 | 7,240,626 | 1.31% | 6.75% | 14.80% |

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|---|--------------------|-----------------------------|----------------|----------------|----------------|--------------|---------------|--------------------|---------------------------|--------------------------------|-----------------------------|
| APERITIF, DESSERT AND FORTIFIED WINE | FLAVOURED | AUSTRALIA | \$44 | \$60 | \$62 | \$69 | \$72 | \$15 | 18.09% | 4.61% | 2.39% |
| | | ITALY | \$1 | \$0 | \$2 | \$3 | \$1 | \$0 | -40.57% | -51.78% | 1.70% |
| | | UNITED STATES OF AMERICA | \$0 | \$0 | \$0 | \$1 | \$41 | \$35 | 2,912.50% | 3,390.12% | 0.10% |
| | | FLAVOURED | \$46 | \$60 | \$64 | \$73 | \$114 | \$51 | 255.73% | 57.33% | 1.56% |
| | FRUIT | ARMENIA | \$0 | \$1 | \$4 | \$1 | \$1 | \$0 | 100.00% | 4.62% | 0.00% |
| | | CHINA | \$4 | \$2 | \$0 | \$0 | \$0 | \$0 | n/a | -100.00% | 0.00% |
| | | DENMARK | \$79 | \$68 | \$66 | \$30 | \$0 | \$0 | -79.82% | -100.00% | 0.00% |
| | | FRANCE | \$1 | \$0 | \$0 | \$0 | \$0 | \$0 | n/a | n/a | 0.00% |
| | | JAPAN | \$148 | \$150 | \$162 | \$212 | \$243 | \$57 | 6.67% | 14.83% | 27.25% |
| | | KOREA - SOUTH | \$0 | \$0 | \$0 | \$0 | \$8 | \$2 | n/a | n/a | 92.42% |
| | | UNITED STATES OF AMERICA | \$21 | \$31 | \$29 | \$35 | \$34 | \$11 | 38.27% | -3.16% | 88.17% |
| | FRUIT | \$254 | \$251 | \$261 | \$278 | \$287 | \$70 | 10.71% | 0.18% | 36.30% | |
| | MADEIRA | PORTUGAL | \$154 | \$156 | \$159 | \$178 | \$196 | \$34 | 2.71% | 10.11% | 23.95% |
| | | MADEIRA | \$154 | \$156 | \$159 | \$178 | \$196 | \$34 | 2.71% | 10.11% | 23.95% |
| | MONTILLA | SPAIN | \$224 | \$162 | \$189 | \$188 | \$205 | \$42 | 14.98% | 9.57% | 1.86% |
| | | MONTILLA | \$224 | \$162 | \$189 | \$188 | \$205 | \$42 | 14.98% | 9.57% | 1.86% |
| | OTHER | AUSTRALIA | \$0 | \$0 | \$1 | \$0 | \$0 | \$0 | n/a | 0.40% | 0.00% |
| | | OTHER | \$0 | \$0 | \$1 | \$0 | \$0 | \$0 | n/a | 0.40% | 0.00% |
| | OTHER FORTIFIED | AUSTRALIA | \$4 | \$5 | \$20 | \$54 | \$34 | \$3 | -66.23% | -37.78% | 18.75% |
| CHINA | | \$71 | \$80 | \$85 | \$107 | \$145 | \$34 | 24.26% | 36.36% | 26.16% | |
| FRANCE | | \$695 | \$651 | \$624 | \$624 | \$589 | \$129 | -6.49% | -5.57% | 6.75% | |
| ITALY | | \$226 | \$247 | \$255 | \$264 | \$304 | \$67 | 9.79% | 14.79% | 36.50% | |
| KOREA - SOUTH | | \$282 | \$307 | \$247 | \$199 | \$162 | \$38 | -18.73% | -18.87% | 42.98% | |
| PORTUGAL | | \$0 | \$8 | \$2 | \$0 | \$0 | \$0 | n/a | -100.00% | 0.00% | |
| UNITED STATES OF AMERICA | | \$82 | \$94 | \$90 | \$92 | \$88 | \$18 | -18.01% | -3.92% | 29.00% | |
| URUGUAY | | \$0 | \$0 | \$0 | \$0 | \$1 | \$0 | n/a | n/a | 0.00% | |
| OTHER FORTIFIED | \$1,360 | \$1,391 | \$1,322 | \$1,340 | \$1,322 | \$289 | -5.12% | -1.39% | 21.94% | | |
| PORT | AUSTRALIA | \$539 | \$637 | \$651 | \$647 | \$642 | \$125 | -0.86% | -0.82% | 12.94% | |

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|---|--|-----------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|--------------------|---------------------------|--------------------------------|-----------------------------|
| APERITIF, DESSERT AND FORTIFIED WINE | PORT | PORTUGAL | \$2,610 | \$2,783 | \$3,123 | \$3,347 | \$3,499 | \$679 | 7.37% | 4.55% | 15.70% |
| | | SOUTH AFRICA | \$331 | \$277 | \$310 | \$355 | \$338 | \$62 | -14.66% | -5.02% | 6.80% |
| | | UNITED STATES OF AMERICA | \$1 | \$1 | \$1 | \$1 | \$2 | \$0 | n/a | 16.56% | 0.00% |
| | | PORT | \$3,480 | \$3,698 | \$4,085 | \$4,351 | \$4,481 | \$866 | 4.20% | 2.97% | 14.63% |
| | SAKE | CHINA | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | n/a | n/a | 0.00% |
| | | JAPAN | \$970 | \$1,124 | \$1,221 | \$1,502 | \$1,646 | \$434 | 11.46% | 9.60% | 48.43% |
| | | KOREA - SOUTH | \$0 | \$34 | \$68 | \$73 | \$61 | \$15 | -10.62% | -15.72% | 57.70% |
| | | UNITED STATES OF AMERICA | \$2,561 | \$2,648 | \$2,725 | \$3,134 | \$3,311 | \$774 | 2.89% | 5.64% | 62.65% |
| | | SAKE | \$3,531 | \$3,806 | \$4,014 | \$4,709 | \$5,018 | \$1,222 | 5.58% | 6.57% | 57.92% |
| | SHERRY | AUSTRALIA | \$345 | \$389 | \$373 | \$390 | \$399 | \$82 | 5.39% | 2.40% | 0.96% |
| | | NEW ZEALAND | \$414 | \$447 | \$435 | \$422 | \$420 | \$82 | -3.10% | -0.43% | 0.97% |
| | | SOUTH AFRICA | \$383 | \$281 | \$346 | \$375 | \$396 | \$80 | 2.47% | 5.73% | 1.80% |
| | | SPAIN | \$1,655 | \$1,673 | \$1,610 | \$1,688 | \$1,616 | \$273 | -10.48% | -4.29% | 3.80% |
| | | SHERRY | \$2,798 | \$2,789 | \$2,763 | \$2,874 | \$2,831 | \$517 | -5.21% | -1.51% | 2.70% |
| | VERMOUTH | FRANCE | \$248 | \$261 | \$260 | \$270 | \$276 | \$66 | -10.50% | 2.51% | 9.63% |
| | | ITALY | \$2,418 | \$2,474 | \$2,436 | \$2,542 | \$2,493 | \$595 | -5.84% | -1.92% | 4.77% |
| | | UNITED STATES OF AMERICA | \$1 | \$1 | \$3 | \$2 | \$3 | \$0 | 42.85% | 9.69% | 0.00% |
| | | VERMOUTH | \$2,667 | \$2,736 | \$2,699 | \$2,814 | \$2,772 | \$662 | -6.32% | -1.49% | 5.30% |
| | IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL | | \$14,513 | \$15,049 | \$15,557 | \$16,805 | \$17,226 | \$3,752 | 1.70% | 2.51% | 24.56% |
| TABLE ARGENTINA WINE | RED | CANADA BOTTLED | \$201 | \$169 | \$59 | \$0 | \$0 | \$0 | n/a | -100.00% | 0.00% |
| | | IMPORT BOTTLED | \$4,675 | \$6,268 | \$8,699 | \$12,874 | \$20,080 | \$5,310 | 54.90% | 55.97% | 9.37% |
| | | RED - TOTAL | \$4,877 | \$6,437 | \$8,757 | \$12,874 | \$20,080 | \$5,310 | 54.90% | 55.97% | 9.37% |
| | ROSE | IMPORT BOTTLED | \$0 | \$0 | \$0 | \$3 | \$0 | \$0 | n/a | -92.79% | 50.00% |
| | | ROSE - TOTAL | \$0 | \$0 | \$0 | \$3 | \$0 | \$0 | n/a | -92.79% | 50.00% |
| | WHITE | IMPORT BOTTLED | \$1,065 | \$1,376 | \$1,548 | \$1,826 | \$2,229 | \$624 | 20.60% | 22.10% | 8.78% |
| | | WHITE - TOTAL | \$1,065 | \$1,376 | \$1,548 | \$1,826 | \$2,229 | \$624 | 20.60% | 22.10% | 8.78% |
| | TOTAL | | \$5,942 | \$7,813 | \$10,305 | \$14,703 | \$22,309 | \$5,934 | 50.41% | 51.74% | 9.31% |

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|---------------|--------------|----------------------|----------------------|-----------------|------------------|------------------|------------------|--------------------|---------------------------|--------------------------------|-----------------------------|
| TABLE WINE | ARMENIA | RED | IMPORT BOTTLED | \$0 | \$2 | \$3 | \$0 | \$0 | n/a | 25.12% | 0.00% |
| | | | RED - TOTAL | \$0 | \$2 | \$3 | \$0 | \$0 | n/a | 25.12% | 0.00% |
| | | ROSE | IMPORT BOTTLED | \$0 | \$0 | \$1 | \$0 | \$0 | n/a | n/a | 0.00% |
| | | | ROSE - TOTAL | \$0 | \$0 | \$1 | \$0 | \$0 | n/a | n/a | 0.00% |
| | | WHITE | IMPORT BOTTLED | \$0 | \$2 | \$3 | \$1 | \$1 | -130.48% | -45.50% | 0.00% |
| | | | WHITE - TOTAL | \$0 | \$2 | \$3 | \$1 | \$1 | -130.48% | -45.50% | 0.00% |
| | | TOTAL | | \$0 | \$4 | \$7 | \$1 | \$1 | -130.48% | -44.58% | 0.00% |
| | AUSTRALIA | RED | CANADA BOTTLED | \$797 | \$826 | \$682 | \$614 | \$223 | -100.04% | -80.17% | 15.20% |
| | | | IMPORT BOTTLED | \$64,651 | \$78,830 | \$87,358 | \$97,814 | \$96,586 | -7.02% | -1.25% | 17.18% |
| | | | RED - TOTAL | \$65,449 | \$79,656 | \$88,040 | \$98,428 | \$96,809 | -7.36% | -1.64% | 17.18% |
| | | ROSE | IMPORT BOTTLED | \$92 | \$299 | \$417 | \$371 | \$280 | -19.89% | -24.50% | 7.57% |
| | | | ROSE - TOTAL | \$92 | \$299 | \$417 | \$371 | \$280 | -19.89% | -24.50% | 7.57% |
| | | WHITE | CANADA BOTTLED | \$1,454 | \$1,305 | \$1,132 | \$949 | \$242 | -99.45% | -81.62% | 16.55% |
| | | | IMPORT BOTTLED | \$21,302 | \$23,762 | \$26,470 | \$30,703 | \$33,063 | -1.63% | 7.69% | 14.51% |
| | | | WHITE - TOTAL | \$22,755 | \$25,067 | \$27,602 | \$31,652 | \$33,305 | -3.89% | 5.22% | 14.52% |
| | | TOTAL | | \$88,296 | \$105,021 | \$116,059 | \$130,451 | \$130,395 | -6.45% | -0.04% | 16.48% |
| | AUSTRIA | RED | IMPORT BOTTLED | \$23 | \$16 | \$18 | \$31 | \$35 | -6.31% | 13.56% | 9.87% |
| | | | RED - TOTAL | \$23 | \$16 | \$18 | \$31 | \$35 | -6.31% | 13.56% | 9.87% |
| | | ROSE | IMPORT BOTTLED | \$0 | \$0 | \$0 | \$7 | \$7 | -77.58% | -2.16% | 34.10% |
| | | | ROSE - TOTAL | \$0 | \$0 | \$0 | \$7 | \$7 | -77.58% | -2.16% | 34.10% |
| | | WHITE | IMPORT BOTTLED | \$80 | \$95 | \$123 | \$206 | \$218 | 27.42% | 5.46% | 32.81% |
| | | | WHITE - TOTAL | \$80 | \$95 | \$123 | \$206 | \$218 | 27.42% | 5.46% | 32.81% |
| | | TOTAL | | \$102 | \$111 | \$140 | \$244 | \$260 | 11.95% | 6.27% | 29.74% |
| BULGARIA | RED | IMPORT BOTTLED | \$571 | \$531 | \$362 | \$335 | \$185 | \$9 | -83.25% | -44.63% | 1.13% |
| | | RED - TOTAL | \$571 | \$531 | \$362 | \$335 | \$185 | \$9 | -83.25% | -44.63% | 1.13% |
| | WHITE | IMPORT BOTTLED | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | n/a | n/a | 0.00% |
| | | WHITE - TOTAL | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | n/a | n/a | 0.00% |
| | TOTAL | | \$571 | \$531 | \$362 | \$335 | \$185 | \$9 | -83.25% | -44.63% | 1.13% |
| | CHILE | RED | CANADA BOTTLED | \$3,605 | \$3,316 | \$3,132 | \$2,957 | \$2,728 | -6.78% | -7.74% | 18.26% |

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 | |
|-------------------|-------|----------------|----------------|----------|----------|----------|----------|--------------------|---------------------------|--------------------------------|-----------------------------|--------|
| TABLE WINE | CHILE | RED | IMPORT BOTTLED | \$16,259 | \$17,169 | \$18,738 | \$21,985 | \$26,473 | \$6,281 | 13.12% | 20.41% | 10.36% |
| | | | RED - TOTAL | \$19,864 | \$20,485 | \$21,870 | \$24,942 | \$29,201 | \$6,930 | 10.90% | 17.08% | 11.10% |
| | | ROSE | IMPORT BOTTLED | \$5 | \$3 | \$7 | \$41 | \$109 | \$48 | 185.04% | 166.25% | 2.55% |
| | | | ROSE - TOTAL | \$5 | \$3 | \$7 | \$41 | \$109 | \$48 | 185.04% | 166.25% | 2.55% |
| | | WHITE | CANADA BOTTLED | \$2,282 | \$2,257 | \$2,197 | \$2,093 | \$2,035 | \$551 | 1.96% | -2.77% | 17.16% |
| | | | IMPORT BOTTLED | \$5,691 | \$5,772 | \$6,314 | \$8,050 | \$9,548 | \$2,739 | 13.74% | 18.60% | 15.70% |
| | | WHITE - TOTAL | \$7,973 | \$8,029 | \$8,510 | \$10,143 | \$11,583 | \$3,290 | 11.58% | 14.19% | 15.96% | |
| | | TOTAL | \$27,843 | \$28,517 | \$30,387 | \$35,126 | \$40,893 | \$10,267 | 11.44% | 16.42% | 12.45% | |
| | CHINA | RED | IMPORT BOTTLED | \$0 | \$0 | \$0 | \$15 | \$68 | \$18 | 55.33% | 350.02% | 8.04% |
| | | | RED - TOTAL | \$0 | \$0 | \$0 | \$15 | \$68 | \$18 | 55.33% | 350.02% | 8.04% |
| | | WHITE | IMPORT BOTTLED | \$0 | \$0 | \$0 | \$3 | \$7 | \$1 | -20.80% | 154.38% | 8.34% |
| | | | WHITE - TOTAL | \$0 | \$0 | \$0 | \$3 | \$7 | \$1 | -20.80% | 154.38% | 8.34% |
| | TOTAL | \$0 | \$0 | \$0 | \$18 | \$75 | \$19 | 46.09% | 321.02% | 8.07% | | |
| CROATIA | RED | IMPORT BOTTLED | \$130 | \$96 | \$72 | \$70 | \$69 | \$16 | 52.34% | -1.48% | 1.08% | |
| | | RED - TOTAL | \$130 | \$96 | \$72 | \$70 | \$69 | \$16 | 52.34% | -1.48% | 1.08% | |
| | WHITE | IMPORT BOTTLED | \$8 | \$6 | \$7 | \$6 | \$1 | \$0 | -100.00% | -89.11% | 0.00% | |
| | | WHITE - TOTAL | \$8 | \$6 | \$7 | \$6 | \$1 | \$0 | -100.00% | -89.11% | 0.00% | |
| | TOTAL | \$138 | \$102 | \$79 | \$76 | \$70 | \$16 | 43.88% | -8.33% | 1.08% | | |
| CZECH REPUBLIC | RED | IMPORT BOTTLED | \$0 | \$11 | \$28 | \$29 | \$16 | \$3 | -55.75% | -45.97% | 0.53% | |
| | | RED - TOTAL | \$0 | \$11 | \$28 | \$29 | \$16 | \$3 | -55.75% | -45.97% | 0.53% | |
| | WHITE | IMPORT BOTTLED | \$0 | \$3 | \$22 | \$16 | \$21 | \$3 | -41.32% | 28.27% | 0.10% | |
| | | WHITE - TOTAL | \$0 | \$3 | \$22 | \$16 | \$21 | \$3 | -41.32% | 28.27% | 0.10% | |
| | | TOTAL | \$0 | \$14 | \$50 | \$45 | \$36 | \$7 | -49.21% | -19.40% | 0.28% | |
| FRANCE | RED | CANADA BOTTLED | \$600 | \$706 | \$784 | \$875 | \$946 | \$242 | 8.43% | 8.16% | 2.65% | |
| | | IMPORT BOTTLED | \$20,672 | \$20,393 | \$20,832 | \$28,614 | \$32,098 | \$7,049 | 10.98% | 12.18% | 13.86% | |
| | | RED - TOTAL | \$21,273 | \$21,099 | \$21,616 | \$29,488 | \$33,044 | \$7,291 | 10.89% | 12.06% | 13.54% | |
| | ROSE | IMPORT BOTTLED | \$314 | \$339 | \$452 | \$587 | \$748 | \$342 | 23.21% | 27.51% | 12.11% | |
| | | ROSE - TOTAL | \$314 | \$339 | \$452 | \$587 | \$748 | \$342 | 23.21% | 27.51% | 12.11% | |
| | WHITE | CANADA BOTTLED | \$317 | \$327 | \$363 | \$385 | \$432 | \$116 | 6.77% | 12.26% | 1.84% | |

IMPORT WINE MARKET
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SALES IN RETAIL DOLLARS (000s)

| | | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 | |
|---------------|----------------|-------------------|----------------|---------------------------|----------------|----------|----------|----------|--------------------|---------------------------|--------------------------------|-----------------------------|--------|
| TABLE WINE | FRANCE | WHITE | IMPORT BOTTLED | \$9,872 | \$10,044 | \$10,488 | \$11,972 | \$13,096 | \$3,416 | 1.40% | 9.38% | 19.45% | |
| | | | WHITE - TOTAL | \$10,189 | \$10,370 | \$10,851 | \$12,357 | \$13,527 | \$3,531 | 1.57% | 9.47% | 18.88% | |
| | | | TOTAL | \$31,776 | \$31,808 | \$32,919 | \$42,432 | \$47,320 | \$11,164 | 8.08% | 11.52% | 15.04% | |
| | GERMANY | ICE WINE WHITE | IMPORT BOTTLED | \$4 | \$13 | \$12 | \$2 | \$0 | \$0 | -79.83% | -74.85% | 0.00% | |
| | | | | ICE WINE WHITE - TOTAL | \$4 | \$13 | \$12 | \$2 | \$0 | \$0 | -79.83% | -74.85% | 0.00% |
| | | RED | IMPORT BOTTLED | \$65 | \$67 | \$81 | \$103 | \$193 | \$49 | 117.33% | 86.74% | 0.84% | |
| | | | | RED - TOTAL | \$65 | \$67 | \$81 | \$103 | \$193 | \$49 | 117.33% | 86.74% | 0.84% |
| | | WHITE | IMPORT BOTTLED | \$4,895 | \$5,110 | \$5,436 | \$6,284 | \$6,877 | \$1,688 | 5.23% | 9.44% | 9.60% | |
| | | | | WHITE - TOTAL | \$4,895 | \$5,110 | \$5,436 | \$6,284 | \$6,877 | \$1,688 | 5.23% | 9.44% | 9.60% |
| | | TOTAL | \$4,964 | \$5,190 | \$5,529 | \$6,388 | \$7,070 | \$1,737 | 6.76% | 10.67% | 9.37% | | |
| | GREECE | RED | IMPORT BOTTLED | \$1,342 | \$1,201 | \$1,117 | \$1,069 | \$1,037 | \$225 | -10.91% | -2.99% | 63.36% | |
| | | | | RED - TOTAL | \$1,342 | \$1,201 | \$1,117 | \$1,069 | \$1,037 | \$225 | -10.91% | -2.99% | 63.36% |
| | | ROSE | IMPORT BOTTLED | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | n/a | n/a | 0.00% | |
| | | | | ROSE - TOTAL | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | n/a | n/a | 0.00% |
| | | WHITE | IMPORT BOTTLED | \$1,013 | \$894 | \$852 | \$809 | \$748 | \$180 | -18.71% | -7.46% | 61.67% | |
| | | | | WHITE - TOTAL | \$1,013 | \$894 | \$852 | \$809 | \$748 | \$180 | -18.71% | -7.46% | 61.67% |
| | | TOTAL | \$2,355 | \$2,095 | \$1,969 | \$1,877 | \$1,785 | \$405 | -14.55% | -4.92% | 62.65% | | |
| | HUNGARY | RED | IMPORT BOTTLED | \$475 | \$438 | \$428 | \$418 | \$404 | \$87 | -16.78% | -3.36% | 1.68% | |
| | | | | RED - TOTAL | \$475 | \$438 | \$428 | \$418 | \$404 | \$87 | -16.78% | -3.36% | 1.68% |
| | | WHITE | IMPORT BOTTLED | \$1,122 | \$1,166 | \$1,225 | \$1,106 | \$1,141 | \$289 | -4.65% | 3.17% | 6.39% | |
| | | | | WHITE - TOTAL | \$1,122 | \$1,166 | \$1,225 | \$1,106 | \$1,141 | \$289 | -4.65% | 3.17% | 6.39% |
| | | | TOTAL | \$1,597 | \$1,603 | \$1,652 | \$1,523 | \$1,544 | \$376 | -7.77% | 1.38% | 5.16% | |
| | | | INDIA | RED | CANADA BOTTLED | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | n/a | n/a |
| | IMPORT BOTTLED | | | | \$0 | \$4 | \$11 | \$6 | \$0 | \$0 | -100.00% | -93.70% | 0.00% |
| | RED - TOTAL | | | | \$0 | \$4 | \$11 | \$6 | \$0 | \$0 | -100.00% | -93.70% | 0.00% |
| ROSE | IMPORT BOTTLED | | | \$0 | \$3 | \$0 | \$3 | \$4 | \$2 | 22.09% | 60.77% | 0.00% | |
| | | | | ROSE - TOTAL | \$0 | \$3 | \$0 | \$3 | \$4 | \$2 | 22.09% | 60.77% | 0.00% |
| | WHITE | | | CANADA BOTTLED | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | n/a | n/a | 0.00% |

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| | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 | |
|-------------------------|---------------|----------------|----------------|----------|----------|----------|----------|--------------------|---------------------------|--------------------------------|-----------------------------|-------|
| TABLE WINE | INDIA | WHITE | IMPORT BOTTLED | \$0 | \$4 | \$9 | \$7 | \$1 | \$0 | -98.75% | -92.20% | 0.00% |
| | | WHITE - TOTAL | \$0 | \$4 | \$9 | \$7 | \$1 | \$0 | -98.75% | -92.20% | 0.00% | |
| TOTAL | | \$0 | \$11 | \$21 | \$16 | \$5 | \$2 | -24.62% | -65.50% | 0.00% | | |
| ISRAEL | RED | IMPORT BOTTLED | \$101 | \$74 | \$24 | \$5 | \$191 | \$42 | 20,167.50% | 4,086.36% | 4.01% | |
| | RED - TOTAL | \$101 | \$74 | \$24 | \$5 | \$191 | \$42 | 20,167.50% | 4,086.36% | 4.01% | | |
| | WHITE | IMPORT BOTTLED | \$27 | \$23 | \$3 | \$0 | \$74 | \$13 | 105,003.37% | 24,450.92% | 5.19% | |
| | WHITE - TOTAL | \$27 | \$23 | \$3 | \$0 | \$74 | \$13 | 105,003.37% | 24,450.92% | 5.19% | | |
| | TOTAL | \$128 | \$97 | \$27 | \$5 | \$265 | \$55 | 24,892.67% | 5,352.88% | 4.34% | | |
| ITALY | RED | IMPORT BOTTLED | \$28,782 | \$28,637 | \$30,539 | \$34,752 | \$38,767 | \$8,666 | 3.29% | 11.55% | 23.35% | |
| | RED - TOTAL | \$28,782 | \$28,637 | \$30,539 | \$34,752 | \$38,767 | \$8,666 | 3.29% | 11.55% | 23.35% | | |
| | ROSE | IMPORT BOTTLED | \$29 | \$54 | \$34 | \$60 | \$39 | \$11 | -50.36% | -34.41% | 31.08% | |
| | ROSE - TOTAL | \$29 | \$54 | \$34 | \$60 | \$39 | \$11 | -50.36% | -34.41% | 31.08% | | |
| | WHITE | IMPORT BOTTLED | \$10,001 | \$10,173 | \$11,548 | \$14,080 | \$16,277 | \$4,627 | 10.28% | 15.60% | 23.21% | |
| | WHITE - TOTAL | \$10,001 | \$10,173 | \$11,548 | \$14,080 | \$16,277 | \$4,627 | 10.28% | 15.60% | 23.21% | | |
| | TOTAL | \$38,812 | \$38,863 | \$42,121 | \$48,892 | \$55,083 | \$13,304 | 5.52% | 12.66% | 23.32% | | |
| LEBANON | RED | IMPORT BOTTLED | \$32 | \$27 | \$29 | \$69 | \$64 | \$8 | -29.33% | -6.89% | 27.07% | |
| | RED - TOTAL | \$32 | \$27 | \$29 | \$69 | \$64 | \$8 | -29.33% | -6.89% | 27.07% | | |
| | ROSE | IMPORT BOTTLED | \$0 | \$0 | \$2 | \$2 | \$6 | \$2 | 122.96% | 285.83% | 0.00% | |
| | ROSE - TOTAL | \$0 | \$0 | \$2 | \$2 | \$6 | \$2 | 122.96% | 285.83% | 0.00% | | |
| | WHITE | IMPORT BOTTLED | \$0 | \$0 | \$0 | \$4 | \$14 | \$1 | -57.43% | 257.92% | 40.58% | |
| | WHITE - TOTAL | \$0 | \$0 | \$0 | \$4 | \$14 | \$1 | -57.43% | 257.92% | 40.58% | | |
| | TOTAL | \$33 | \$27 | \$30 | \$74 | \$84 | \$11 | -25.17% | 13.33% | 30.58% | | |
| MEXICO | RED | IMPORT BOTTLED | \$11 | \$14 | \$8 | \$9 | \$22 | \$6 | 151.33% | 147.38% | 11.97% | |
| | RED - TOTAL | \$11 | \$14 | \$8 | \$9 | \$22 | \$6 | 151.33% | 147.38% | 11.97% | | |
| | WHITE | IMPORT BOTTLED | \$1 | \$0 | \$0 | \$0 | \$1 | \$0 | n/a | n/a | 28.58% | |
| | WHITE - TOTAL | \$1 | \$0 | \$0 | \$0 | \$1 | \$0 | n/a | n/a | 28.58% | | |
| | TOTAL | \$12 | \$15 | \$8 | \$9 | \$23 | \$6 | 151.33% | 147.38% | 12.72% | | |
| MOLDOVA, REPUBLIC OF | RED | IMPORT BOTTLED | \$0 | \$0 | \$0 | \$4 | \$3 | \$1 | -19.96% | -38.54% | 93.14% | |
| | RED - TOTAL | \$0 | \$0 | \$0 | \$4 | \$3 | \$1 | -19.96% | -38.54% | 93.14% | | |

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|---------------|-------------------------|-------|----------------|---------|---------|---------|----------|--------------------|---------------------------|--------------------------------|-----------------------------|--------|
| TABLE WINE | MOLDOVA, REPUBLIC OF | WHITE | IMPORT BOTTLED | \$0 | \$0 | \$0 | \$2 | \$0 | \$0 | -100.00% | -79.56% | 0.00% |
| | | | WHITE - TOTAL | \$0 | \$0 | \$0 | \$2 | \$0 | \$0 | -100.00% | -79.56% | 0.00% |
| | | TOTAL | | \$0 | \$0 | \$0 | \$6 | \$3 | \$1 | -38.43% | -50.52% | 87.94% |
| | MONTENEGRO | RED | IMPORT BOTTLED | \$14 | \$43 | \$52 | \$57 | \$62 | \$13 | 16.89% | 9.26% | 3.08% |
| | | | RED - TOTAL | \$14 | \$43 | \$52 | \$57 | \$62 | \$13 | 16.89% | 9.26% | 3.08% |
| | | TOTAL | | \$14 | \$43 | \$52 | \$57 | \$62 | \$13 | 16.89% | 9.26% | 3.08% |
| | MOROCCO | RED | IMPORT BOTTLED | \$0 | \$1 | \$21 | \$26 | \$18 | \$3 | -33.74% | -30.32% | 39.32% |
| | | | RED - TOTAL | \$0 | \$1 | \$21 | \$26 | \$18 | \$3 | -33.74% | -30.32% | 39.32% |
| | | TOTAL | | \$0 | \$1 | \$21 | \$26 | \$18 | \$3 | -33.74% | -30.32% | 39.32% |
| | NEW ZEALAND | RED | IMPORT BOTTLED | \$208 | \$473 | \$813 | \$1,338 | \$1,824 | \$435 | 13.73% | 36.27% | 26.38% |
| | | | RED - TOTAL | \$208 | \$473 | \$813 | \$1,338 | \$1,824 | \$435 | 13.73% | 36.27% | 26.38% |
| | | ROSE | IMPORT BOTTLED | \$0 | \$5 | \$14 | \$18 | \$62 | \$22 | 100.36% | 238.03% | 16.43% |
| | | | ROSE - TOTAL | \$0 | \$5 | \$14 | \$18 | \$62 | \$22 | 100.36% | 238.03% | 16.43% |
| | | WHITE | IMPORT BOTTLED | \$3,270 | \$4,766 | \$6,995 | \$9,607 | \$11,813 | \$3,496 | 15.28% | 22.96% | 31.55% |
| | | | WHITE - TOTAL | \$3,270 | \$4,766 | \$6,995 | \$9,607 | \$11,813 | \$3,496 | 15.28% | 22.96% | 31.55% |
| | | TOTAL | | \$3,478 | \$5,244 | \$7,821 | \$10,964 | \$13,699 | \$3,953 | 15.37% | 24.94% | 30.79% |
| | PORTUGAL | RED | IMPORT BOTTLED | \$1,217 | \$1,144 | \$1,162 | \$1,359 | \$1,581 | \$340 | 2.97% | 16.40% | 10.17% |
| | | | RED - TOTAL | \$1,217 | \$1,144 | \$1,162 | \$1,359 | \$1,581 | \$340 | 2.97% | 16.40% | 10.17% |
| | | ROSE | IMPORT BOTTLED | \$677 | \$665 | \$623 | \$666 | \$703 | \$183 | 4.19% | 5.52% | 3.50% |
| | | | ROSE - TOTAL | \$677 | \$665 | \$623 | \$666 | \$703 | \$183 | 4.19% | 5.52% | 3.50% |
| | | WHITE | IMPORT BOTTLED | \$410 | \$511 | \$600 | \$746 | \$972 | \$371 | 28.90% | 30.33% | 4.94% |
| | | | WHITE - TOTAL | \$410 | \$511 | \$600 | \$746 | \$972 | \$371 | 28.90% | 30.33% | 4.94% |
| | | TOTAL | | \$2,304 | \$2,319 | \$2,385 | \$2,771 | \$3,256 | \$894 | 12.64% | 17.54% | 7.17% |
| | ROMANIA | RED | IMPORT BOTTLED | \$5 | \$30 | \$52 | \$17 | \$0 | \$0 | n/a | -99.22% | 0.00% |
| | | | RED - TOTAL | \$5 | \$30 | \$52 | \$17 | \$0 | \$0 | n/a | -99.22% | 0.00% |
| | | ROSE | IMPORT BOTTLED | \$0 | \$0 | \$2 | \$1 | \$0 | \$0 | n/a | -100.00% | 0.00% |
| | | | ROSE - TOTAL | \$0 | \$0 | \$2 | \$1 | \$0 | \$0 | n/a | -100.00% | 0.00% |
| | | WHITE | IMPORT BOTTLED | \$0 | \$1 | \$15 | \$5 | \$0 | \$0 | n/a | -98.24% | 0.00% |
| | | | WHITE - TOTAL | \$0 | \$1 | \$15 | \$5 | \$0 | \$0 | n/a | -98.24% | 0.00% |

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|---------------|--------------------|----------------------|----------------|-----------------|-----------------|-----------------|-----------------|--------------------|---------------------------|--------------------------------|-----------------------------|
| TABLE WINE | ROMANIA | TOTAL | \$5 | \$31 | \$69 | \$22 | \$0 | \$0 | n/a | -99.03% | 0.00% |
| | SLOVAK REPUBLIC | RED IMPORT BOTTLED | \$3 | \$2 | \$5 | \$8 | \$0 | \$0 | -100.00% | -98.71% | 0.00% |
| | | RED - TOTAL | \$3 | \$2 | \$5 | \$8 | \$0 | \$0 | -100.00% | -98.71% | 0.00% |
| | | WHITE IMPORT BOTTLED | \$2 | \$3 | \$0 | \$0 | \$0 | \$0 | n/a | -100.00% | 0.00% |
| | | WHITE - TOTAL | \$2 | \$3 | \$0 | \$0 | \$0 | \$0 | n/a | -100.00% | 0.00% |
| | | TOTAL | \$5 | \$5 | \$5 | \$8 | \$0 | \$0 | -100.00% | -98.72% | 0.00% |
| | SLOVENIA | WHITE IMPORT BOTTLED | \$0 | \$0 | \$0 | \$0 | \$1 | \$0 | n/a | n/a | 0.00% |
| | | WHITE - TOTAL | \$0 | \$0 | \$0 | \$0 | \$1 | \$0 | n/a | n/a | 0.00% |
| | | TOTAL | \$0 | \$0 | \$0 | \$0 | \$1 | \$0 | n/a | n/a | 0.00% |
| | SOUTH AFRICA | RED CANADA BOTTLED | \$101 | \$1 | \$0 | \$1 | \$12 | \$1 | 13.29% | 929.54% | 0.00% |
| | | IMPORT BOTTLED | \$5,270 | \$7,424 | \$7,988 | \$9,041 | \$9,616 | \$2,178 | -0.72% | 6.36% | 8.28% |
| | | RED - TOTAL | \$5,371 | \$7,425 | \$7,988 | \$9,043 | \$9,628 | \$2,179 | -0.71% | 6.48% | 8.27% |
| | | ROSE IMPORT BOTTLED | \$83 | \$68 | \$71 | \$23 | \$22 | \$8 | 68.69% | -2.74% | 6.46% |
| | | ROSE - TOTAL | \$83 | \$68 | \$71 | \$23 | \$22 | \$8 | 68.69% | -2.74% | 6.46% |
| | | WHITE CANADA BOTTLED | \$14 | \$0 | \$0 | \$1 | \$10 | \$2 | 200.52% | 1,119.76% | 0.00% |
| | | IMPORT BOTTLED | \$2,833 | \$3,806 | \$4,155 | \$4,411 | \$4,678 | \$1,260 | -1.08% | 6.06% | 13.26% |
| | | WHITE - TOTAL | \$2,847 | \$3,806 | \$4,155 | \$4,411 | \$4,688 | \$1,263 | -0.95% | 6.27% | 13.23% |
| | | TOTAL | \$8,301 | \$11,300 | \$12,215 | \$13,477 | \$14,338 | \$3,450 | -0.70% | 6.39% | 9.89% |
| | SPAIN | RED IMPORT BOTTLED | \$5,478 | \$6,577 | \$7,716 | \$10,209 | \$12,258 | \$2,807 | 4.52% | 20.08% | 10.40% |
| | | RED - TOTAL | \$5,478 | \$6,577 | \$7,716 | \$10,209 | \$12,258 | \$2,807 | 4.52% | 20.08% | 10.40% |
| | | ROSE IMPORT BOTTLED | \$64 | \$70 | \$105 | \$121 | \$191 | \$104 | 105.55% | 57.40% | 8.34% |
| | | ROSE - TOTAL | \$64 | \$70 | \$105 | \$121 | \$191 | \$104 | 105.55% | 57.40% | 8.34% |
| | | WHITE IMPORT BOTTLED | \$336 | \$380 | \$436 | \$506 | \$701 | \$189 | 9.29% | 38.59% | 18.08% |
| | | WHITE - TOTAL | \$336 | \$380 | \$436 | \$506 | \$701 | \$189 | 9.29% | 38.59% | 18.08% |
| | | TOTAL | \$5,877 | \$7,027 | \$8,257 | \$10,836 | \$13,151 | \$3,100 | 6.55% | 21.36% | 10.78% |
| | SWITZERLAND | RED IMPORT BOTTLED | \$0 | \$0 | \$0 | \$0 | \$2 | \$1 | n/a | n/a | 0.00% |
| | | RED - TOTAL | \$0 | \$0 | \$0 | \$0 | \$2 | \$1 | n/a | n/a | 0.00% |
| | | WHITE IMPORT BOTTLED | \$0 | \$0 | \$0 | \$0 | \$2 | \$1 | n/a | n/a | 0.00% |
| | | WHITE - TOTAL | \$0 | \$0 | \$0 | \$0 | \$2 | \$1 | n/a | n/a | 0.00% |

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 | |
|---------------|--------------------------------|-------------|---------------------------|-----------|-----------|-----------|-----------|--------------------|---------------------------|--------------------------------|-----------------------------|--------|
| TABLE WINE | SWITZERLAND | TOTAL | \$0 | \$0 | \$0 | \$0 | \$4 | \$1 | n/a | n/a | 0.00% | |
| | UNITED STATES OF AMERICA | ICE WINE | IMPORT BOTTLED | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | n/a | n/a | 0.00% |
| | | WHITE | ICE WINE WHITE - TOTAL | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | n/a | n/a | 0.00% |
| | | RED | CANADA BOTTLED | \$2,477 | \$2,881 | \$3,072 | \$3,226 | \$3,580 | \$866 | -0.24% | 10.99% | 6.89% |
| | | | IMPORT BOTTLED | \$25,318 | \$30,608 | \$35,223 | \$42,161 | \$50,823 | \$12,110 | 14.17% | 20.55% | 27.19% |
| | | | RED - TOTAL | \$27,795 | \$33,490 | \$38,296 | \$45,387 | \$54,404 | \$12,976 | 13.08% | 19.87% | 25.85% |
| | | ROSE | CANADA BOTTLED | \$154 | \$132 | \$123 | \$97 | \$87 | \$22 | -18.72% | -10.22% | 4.58% |
| | | | IMPORT BOTTLED | \$4,442 | \$4,520 | \$4,506 | \$4,568 | \$4,763 | \$1,245 | -2.47% | 4.28% | 10.35% |
| | | | ROSE - TOTAL | \$4,596 | \$4,652 | \$4,630 | \$4,665 | \$4,851 | \$1,267 | -2.81% | 3.98% | 10.24% |
| | | WHITE | CANADA BOTTLED | \$2,447 | \$2,450 | \$2,231 | \$1,988 | \$1,962 | \$518 | -5.30% | -1.31% | 4.85% |
| | | | IMPORT BOTTLED | \$13,727 | \$14,576 | \$16,214 | \$18,836 | \$21,586 | \$6,117 | 13.02% | 14.60% | 21.19% |
| | WHITE - TOTAL | | \$16,174 | \$17,027 | \$18,445 | \$20,824 | \$23,549 | \$6,635 | 11.33% | 13.08% | 19.83% | |
| | TOTAL | \$48,565 | \$55,169 | \$61,370 | \$70,876 | \$82,803 | \$20,878 | 11.42% | 16.83% | 23.22% | | |
| | URUGUAY | RED | IMPORT BOTTLED | \$0 | \$0 | \$1 | \$14 | \$21 | \$5 | 342.49% | 51.17% | 9.97% |
| | | RED - TOTAL | \$0 | \$0 | \$1 | \$14 | \$21 | \$5 | 342.49% | 51.17% | 9.97% | |
| | | TOTAL | \$0 | \$0 | \$1 | \$14 | \$21 | \$5 | 342.49% | 51.17% | 9.97% | |
| | IMPORT TABLE WINE - SUMMARY | | CANADA BOTTLED | \$14,451 | \$14,370 | \$13,774 | \$13,186 | \$12,258 | \$3,045 | -9.84% | -7.04% | 10.61% |
| | | | IMPORT BOTTLED | \$256,668 | \$288,591 | \$320,088 | \$378,086 | \$422,501 | \$102,380 | 6.03% | 11.75% | 17.95% |
| | IMPORT TABLE WINE - TOTAL | | | \$271,118 | \$302,961 | \$333,863 | \$391,272 | \$434,759 | \$105,425 | 5.50% | 11.11% | 17.74% |
| | SPARKLING WINE | ARGENTINA | WHITE | \$0 | \$0 | \$0 | \$5 | \$22 | \$5 | 214.38% | 359.70% | 5.85% |
| TOTAL | | | \$0 | \$0 | \$0 | \$5 | \$22 | \$5 | 214.38% | 359.70% | 5.85% | |
| AUSTRALIA | | RED | \$217 | \$309 | \$336 | \$309 | \$343 | \$70 | -9.47% | 11.17% | 2.57% | |
| | | ROSE | \$0 | \$0 | \$4 | \$347 | \$612 | \$150 | 53.14% | 76.27% | 6.19% | |
| | | WHITE | \$1,030 | \$1,054 | \$1,067 | \$1,464 | \$1,949 | \$436 | 9.51% | 33.17% | 7.35% | |
| | | TOTAL | \$1,247 | \$1,363 | \$1,407 | \$2,119 | \$2,904 | \$657 | 14.40% | 37.02% | 6.54% | |
| CHILE | | RED | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | -100.00% | -100.00% | 0.00% | |
| | | ROSE | \$3 | \$2 | \$0 | \$0 | \$157 | \$58 | n/a | n/a | 5.86% | |
| | | WHITE | \$4 | \$10 | \$23 | \$30 | \$17 | \$3 | -16.90% | -42.87% | 12.93% | |

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER
SALES IN RETAIL DOLLARS (000s)

| | | | 2004 | 2005 | 2006 | 2007 | 2008 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2008 |
|----------------|-------------------|------------------|---------|---------|----------|----------|----------|--------------------|---------------------------|--------------------------------|-----------------------------|
| SPARKLING WINE | CHILE | TOTAL | \$7 | \$12 | \$23 | \$30 | \$174 | \$61 | -17.09% | -42.89% | 6.55% |
| | CZECH REPUBLIC | WHITE | \$0 | \$3 | \$12 | \$4 | \$16 | \$5 | 164.43% | 329.26% | 0.00% |
| | | TOTAL | \$0 | \$3 | \$12 | \$4 | \$16 | \$5 | 164.43% | 329.26% | 0.00% |
| | FRANCE | ROSE | \$351 | \$520 | \$661 | \$800 | \$1,121 | \$251 | 34.51% | 40.23% | 27.73% |
| | | WHITE | \$7,856 | \$8,696 | \$9,389 | \$10,735 | \$11,531 | \$2,516 | 0.50% | 7.41% | 30.63% |
| | | WHITE TABLE WINE | \$0 | \$0 | \$0 | \$40 | \$117 | \$33 | 179.44% | 193.88% | 17.07% |
| | | TOTAL | \$8,207 | \$9,216 | \$10,050 | \$11,574 | \$12,769 | \$2,801 | 3.64% | 10.32% | 30.25% |
| | GERMANY | ROSE | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | n/a | n/a | 0.00% |
| | | WHITE | \$1,913 | \$2,028 | \$2,147 | \$2,350 | \$2,534 | \$521 | 1.46% | 7.85% | 11.57% |
| | | TOTAL | \$1,913 | \$2,028 | \$2,147 | \$2,350 | \$2,535 | \$521 | 1.46% | 7.85% | 11.57% |
| | HUNGARY | WHITE | \$130 | \$184 | \$199 | \$205 | \$230 | \$56 | 18.17% | 11.93% | 2.38% |
| | | TOTAL | \$130 | \$184 | \$199 | \$205 | \$230 | \$56 | 18.17% | 11.93% | 2.38% |
| | INDIA | WHITE | \$0 | \$2 | \$1 | \$0 | \$0 | \$0 | n/a | -91.95% | 0.00% |
| | | TOTAL | \$0 | \$2 | \$1 | \$0 | \$0 | \$0 | n/a | -91.95% | 0.00% |
| | ISRAEL | WHITE | \$0 | \$0 | \$0 | \$0 | \$4 | \$0 | n/a | n/a | 0.00% |
| | | TOTAL | \$0 | \$0 | \$0 | \$0 | \$4 | \$0 | n/a | n/a | 0.00% |
| | ITALY | RED | \$2 | \$3 | \$0 | \$0 | \$0 | \$0 | n/a | n/a | 0.00% |
| | | ROSE | \$3 | \$13 | \$20 | \$31 | \$113 | \$44 | 216.58% | 268.70% | 18.43% |
| | | WHITE | \$1,246 | \$1,264 | \$1,500 | \$1,891 | \$2,392 | \$576 | 26.49% | 26.49% | 16.94% |
| | | TOTAL | \$1,251 | \$1,280 | \$1,521 | \$1,921 | \$2,505 | \$619 | 32.07% | 30.36% | 17.00% |
| | NEW ZEALAND | WHITE | \$8 | \$11 | \$25 | \$43 | \$104 | \$22 | 182.99% | 140.40% | 19.98% |
| | | TOTAL | \$8 | \$11 | \$25 | \$43 | \$104 | \$22 | 182.99% | 140.40% | 19.98% |
| | PORTUGAL | WHITE | \$0 | \$0 | \$0 | \$2 | \$0 | \$0 | -100.00% | -100.00% | 0.00% |
| | | TOTAL | \$0 | \$0 | \$0 | \$2 | \$0 | \$0 | -100.00% | -100.00% | 0.00% |
| | SOUTH AFRICA | WHITE | \$7 | \$33 | \$44 | \$43 | \$48 | \$10 | -12.78% | 10.89% | 4.72% |
| | | TOTAL | \$7 | \$33 | \$44 | \$43 | \$48 | \$10 | -12.78% | 10.89% | 4.72% |
| | SPAIN | ROSE | \$132 | \$236 | \$229 | \$312 | \$301 | \$74 | -8.12% | -3.53% | 8.23% |
| | | WHITE | \$3,912 | \$3,989 | \$4,033 | \$4,449 | \$4,769 | \$1,001 | -2.34% | 7.18% | 15.82% |
| | | TOTAL | \$4,044 | \$4,226 | \$4,263 | \$4,761 | \$5,070 | \$1,076 | -2.76% | 6.48% | 15.37% |

IMPORT WINE MARKET
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|----------------------------------|--------------------------------|-------|-----------|-----------|-----------|-----------|-----------|--------------------|---------------------------|--------------------------------|-----------------------------|
| SPARKLING WINE | UNITED STATES OF AMERICA | ROSE | \$34 | \$39 | \$24 | \$17 | \$30 | \$10 | 85.74% | 82.29% | 2.99% |
| | | WHITE | \$1,600 | \$1,706 | \$1,948 | \$2,051 | \$2,127 | \$449 | 3.79% | 3.67% | 17.14% |
| | | TOTAL | \$1,634 | \$1,744 | \$1,972 | \$2,068 | \$2,157 | \$459 | 4.78% | 4.30% | 16.94% |
| IMPORT SPARKLING WINE - TOTAL | | | \$18,448 | \$20,104 | \$21,665 | \$25,127 | \$28,537 | \$6,292 | 7.05% | 13.57% | 20.88% |
| WINE - GIFT PACKS | AUSTRALIA | \$186 | \$423 | \$432 | \$373 | \$496 | \$0 | -97.69% | 32.94% | 0.79% | |
| | CHILE | \$0 | \$54 | \$0 | \$0 | \$0 | \$0 | n/a | -100.00% | 0.00% | |
| | FRANCE | \$0 | \$48 | \$33 | \$172 | \$99 | \$11 | 41.64% | -42.45% | 4.31% | |
| | ITALY | \$0 | \$0 | \$54 | \$85 | \$42 | \$0 | -100.00% | -51.20% | 0.00% | |
| | UNITED STATES OF AMERICA | \$226 | \$498 | \$114 | \$53 | \$1 | \$0 | -98.90% | -98.79% | 0.00% | |
| IMPORT WINE - GIFT PACKS - TOTAL | | | \$412 | \$1,023 | \$633 | \$684 | \$637 | \$11 | -32.64% | -6.77% | 1.36% |
| IMPORT WINE - TOTAL | | | \$304,492 | \$339,138 | \$371,717 | \$433,887 | \$481,160 | \$115,481 | 5.45% | 10.90% | 18.15% |

GLOSSARY AND EXPLANATORY NOTES

"CANADA BOTTLED"

This is used in the imported wine market section to show wines that were imported in bulk and bottled in Canada.

"IMPORT BOTTLED"

This is used in the imported wine market section to indicate imported wine bottled outside of Canada.

Domestic Beer

- a) Breweries with annual production of over 100,000 HL are commercial breweries
- b) Breweries with annual production of up to 100,000 HL include regional breweries, small breweries and brew pubs

Negative Sales

Occasionally, negative sales are reported. This is usually due to adjustments or product returns.

Periods

Refers to the LDB's financial periods which correspond approximately to calendar months.

Retail Dollar Sales

Value of sales before any applicable discounts are applied and without GST or PST.

Vintners Quality Alliance (VQA)

This is a quality designation for wine. British Columbia VQA wines are made entirely from grapes grown in the province and are certified by a panel of experts.

Contact Information

For more information about the Quarterly Market Review, please contact the LDB's Information and Privacy Department:

Via phone: 604-252-3010

Via e-mail: salesinfo@bcliquorstores.com

